

presentation

by Kitty Mohamed

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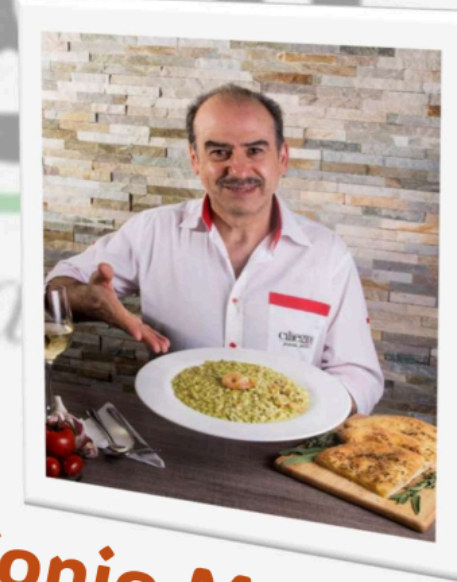
ciliegino

pizza, pasta and...

Cilieginò is an Italian restaurant known for its Sicilian roots and specialty in the traditional pizza. Cilieginò serves delicious, authentic Italian food and beverages in a traditional way from different outlets in Italy. (Tonio Morgante, 2017) Cilieginò is owned by two Italian gentlemen who are Giuseppe Portella and Tonio Morgante. They opened their first restaurant in Italy in 2005, then the business has expanded into five restaurants in Italy. Afterwards, they opened their first UK branch in Cardiff in 2017, which is located in 90 grand arcade, City centre, Cardiff. Their logo matches the concept so well, as they used the Italian flag's colours to reflect on the restaurant's concept and used a cherry icon to present the name of the restaurant cilieginò, which means the (little cherry).



Giuseppe Portella



Tonio Morgante

Why have I chosen this specific restaurant?
It is one of the rare restaurants that serve delicious Italian (halal) food.

Finding halal diners with exquisite food is hard in Cardiff so ciliegino is a hidden gem. Local halal restaurants are fast food on the go, grilled food like in “Steak Grill House Halal” and fried food such as in “M.A.K. Halal”.

Other Italian restaurants do not have any halal options which is disappointing. Another reason behind my restaurant choice is that after a shopping day with my family, the most accessible place for a dine in was Ciliegino- for them to fall in love from the first taste! In addition to that, The strategic place for a parking lot relieved my parking worries.





Mount Etna lava

The concept of the restaurant is all about the heart of Sicily specially the traditional food from pizza, pasta and wine, “what makes the ciliegino restaurant special that they are independent, and the ingredients they take are coming from Italy and some of them they import directly, also they have a local supplier” (Giuseppe Portella). However, other chain restaurants uses frozen food or pre prepared food.

Ciliegino’s speciality is in pizza, as their pizza dough takes 48 hours to prove, and the chef goes there every night to make the dough and prepare the sauces

What makes their pizza extraordinary is that they bake it in a traditional pizza oven, which is partly made from the lava of Mount Etna. *It is important to explain how/why the pizza is extraordinary and what the significance is of the lava.*

Cilieginò's menu is so creative, interactive, and educational.

The first page of the menu has an introduction with the title (Discover Italy), showing Italy's map, food icons and names in each part of the country to let the customer know which plate came from which part of Italy.

The first section of the menu is titled (Bread and Olives) which contains a selection of Italian bread and Sicilian olives.

The price range for this section is around £5.90 and £8.50.

The second section of the menu titled (Starters), which contains a selection of hot and cold starters such as (Potato Croquettes), (Napolitan Caprese) and (Classic Bruschetta). The price range for the starters are £7.50 and £19.90.

The third section in the menu is about (Pasta and Risotto) which contain a selection of hand made fresh pasta and Italian risotto such as my favourite options which is (Tagliatelle Allo Scoglio) where the pasta dish is made from fresh tagliatelle, ciliegino's homemade tomato sauce, a mix of seafood, parsley, and garlic oil. My second choice of pasta is (Mushroom Ravioli) which is stuffed pasta with mushrooms, double cream, shaved parmesan, truffles, garlic oil and parsley. The price range for this section is between £13.9 to £19.9 per dish .

The section after is mains with a selection of high protein meals including 3 different meat categories and one vegan option which is (parmigiana and garlic bread).

The price range for this section is between £17.50 and £25.90.



Moving on to the most famous part of the menu- which is pizzas, as stated in their website that “the star attraction of our menu is our famous pizza”.

My own experience with their pizzas was chicken and peppers pizza, the pizza dough was well proven as it feels like you're eating pizza in Sicily. The fresh tomato sauce and ingredients took it to another level. The pizza and calzones section contain vegan options and halal meat. The prices are between £15.90 to £21.90. Another option in the menu is “make your pizza”, where you can choose your base crust, sauce and toppings.



The next section is salads and sides contain:

- 3 salads 2 salads contain chicken .
- 1 vegan option which is haloumi salad.

All salads are for one price £15.90.

The salads I've tried were Caesar salad and chicken salad; all salads are served with freshly baked garlic bread. The sides are fries and one mixed salad. The price range is in between £4.90 and £6.50.

Last section of the menu is gluten free, meaning the menu contains 3 dietary guidelines including: Halal, vegan and gluten free.

The online version of the menu doesn't contain desserts nor drinks section, however, there're desserts and drinks available in the restaurant's physical menu.

There's 3 desserts in the menu priced for £8.50 which are tiramisu, ciliegino cheesecake, cannolo.

Lastly drinks vary from fizzy, normal juices, alcoholic drinks, and hot drinks.

The prices range between £1.70 and £18.00.

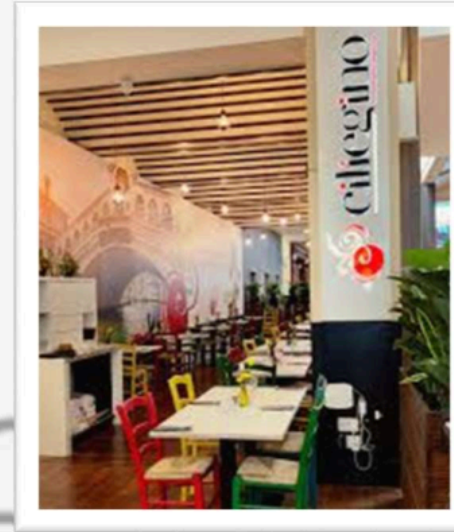


The ambience for the restaurant is vibrant and busy as it is located inside the grand arcade of the big shopping centre. The design is a mix between minimal and modern decor imposing a cozy aesthetic of white palette, wood colours, and green plants giving an eye comforting image, like customers expressed in (TripAdvisor website).

The staff are so welcoming and friendly. With Italian music in the background, making the overall experience outstanding.

The dining seats are made of plastic which made the experience a little cheap and quite uncomfortable.

The restaurant is versatile as it is a to go for- for various occasions; from shopping breaks, family lunches, to date nights and special occasions.



My personal experience was with my family. We went there in the weekend, the staff gave us a warm welcoming smile and took us to our family table, the table was clean, the noise level was moderate- as expected in a shopping centre and the staff was friendly.

After they've seated us, they brought the menus, and we decided what to have, for me I had the mushroom and truffles ravioli, the rest of the family ordered: halloumi salad, chicken salad (both came with fresh garlic bread), chicken and peppers pizza, beef burger and Arrabbiata pasta.

The waitress offered us three different pasta shape: penne, spaghetti, and tagliatelle. For the drinks I had a Pinacol Lada, and my family ordered fresh fruit juice and one hot chocolate.

The food was delicious and fresh, absolutely worth every penny!

The total came out to almost £140.

The overall experience was worth trying, and will definitely revisit again!



My experience was a positive one, but I have pointed out some flaws to discuss.

The things that did not made me fully satisfied were:

1. There is no toilet in the restaurant, I had to use a public toilet to wash my hands, the toilet was luckily close to the restaurant.
2. The seats were made of plastic and was not comfortable.
3. The overall area was tight, with minimal seating-making the experience unpleasant for my family.
4. The fruit juices were not fresh as expected for the price, they were processed.
5. The pizza is nice, but the only problem is the pizza is so thin in the middle that the toppings have fallen off, and they feels a little soggy. if they made the pizza a little thicker in the middle that would've been perfect.
6. There is only one chef, leading to food delay and slow service.



Promotion *It is important to discuss the importance of promotion to a restaurant's success, supported with academic references.*

The restaurant marketing in social media is through two social apps Instagram and TikTok.

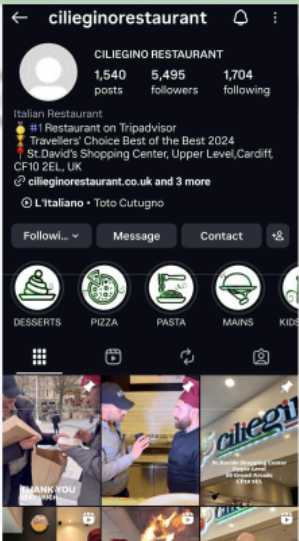
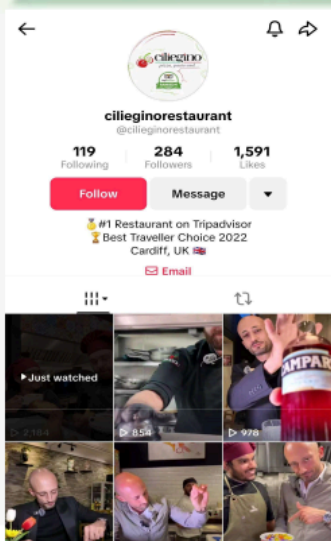
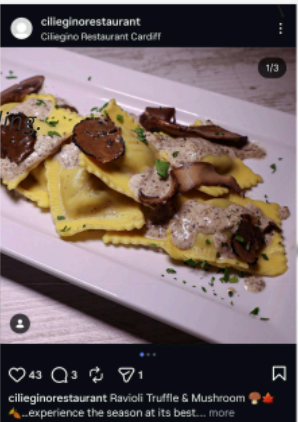
The Instagram page has 5,495 followers, and the TikTok has 284 followers. *It is important to benchmark this by comparing with other successful restaurants, for example, to provide context and better understanding.*

They post videos of the food preparation, cooking and presentation.

They also post videos for charity work, donation, customers' expression on their food, and drinks making.

The presentation of the cuisine through videos and photos are also posted to attract the eye and the attention.

They are accessible in food delivery apps, such as uber eats and Deliveroo.



Ciliegino restaurant was awarded number one restaurant on trip advisor website in (2023).

Why is this award important to the restaurant?

The award is important to the restaurant as it gives new visitors and new diners the confidence and high expectations in their choice (the best of the best).

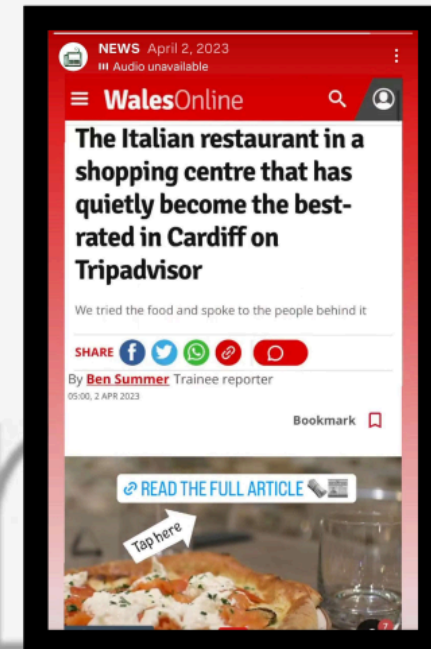
Tourists use the trip advisor website to locate the best diners in the city, to find the spotlight of the search bar to be Ciliegino restaurant.  6

The award prompted popular news websites which are, Wales Online and The Mirror to write an article about the restaurant and the owners.  7

The restaurant has over 1500 positive reviews on the trip advisor website; the reviews included customers sharing their experience and/or food photos.  8

The majority of the reviews commented about the food quality, the service and the atmosphere.

The restaurant's social team are responsive to the reviews and customer complaints too. Making a solid bond with all of their customers.



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presentation

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

This submission has been IV'd by Jess Newport who agrees with the mark given by Antoinette Milne.

44/100

PAGE 1

PAGE 2



Comment 1

Remember to capitalise the name of the restaurant.

PAGE 3

Text Comment. This is explains very clearly why you have chosen the restaurant, which is helpful.

PAGE 4



Comment 2

It is important to explore this and explain why being independent is special (using academic references for support).



Comment 3

This statement requires a reference for support.



Comment 4

This statement requires a reference for support. Also, is it important to mention what the significance is of the dough taking 48 hours to prove.

Text Comment. It is important to explain how/why the pizza is extraordinary and what the significance is of the lava.

PAGE 5

PAGE 6



Comment 5

It is important to provide detail as to how one can tell the dough is well proven (texture, flavour etc.).

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

Text Comment. It is important to discuss the importance of promotion to a restaurant's success, supported with academic references.

Text Comment. It is important to benchmark this by comparing with other successful restaurants, for example, to provide context and better understanding.

PAGE 12



Comment 6

This statement requires an in-text citation for support.



Comment 7

This statement requires an in-text citation for support.



Comment 8

This statement requires an in-text citation for support.

Text Comment. It is important to mention any complaints, along with the positive reviews, to give a balanced view.

KITTY MOHAMED

44

ENGAGEMENT WITH LITERATURE /10

 You have provided the required number of references. It is important to include academic journals and books to enhance the breadth and depth of research. There are a number of statements that require in-text citations for support (please see in-text comments).

4

KNOWLEDGE & UNDERSTANDING /25

 There is much description, particularly of the menu, and it is important to include more theory to support your points (please see in-text comments) and to benchmark and identify the price range (mid-scale or premium pricing, for example). When discussing the dough on page 6, it is important to provide detail as to how one can tell the dough is well proven (texture, flavour etc.). When discussing promotion on page 11, it is important to discuss the importance of promotion to a restaurant's success, supported with academic references. You have discussed the importance of the award, however, it is vital to support your points with academic references. Overall, more theory is important to provide, to enhance knowledge and understanding of restaurant reviewing.

12

COGNITIVE & INTELLECTUAL /25

 More analysis and evaluation of the concepts and principles of restaurant reviewing are important to provide, to demonstrate enhanced cognitive and intellectual skills (please see in-text comments). When discussing Ciliegino being independent, it is important to explore this and explain why being independent is special (using academic references for support). When discussing the pizza on page 4, it is important to explain how/why the pizza is extraordinary and what the significance is of the lava. It is also important to mention any complaints, along with the positive reviews, to give a balanced view.

10

PRACTICAL APPLICATION /30

 More linking of theory to practice is important to provide, to demonstrate enhanced practical application. For example, mentioning the price positioning (mid-scale, premium), as compared to similar and/or nearby restaurants is important. Also, mentioning the demographics of the customers in more detail, to understand how the restaurant meets their needs, is important. It is

13

also important to mention any solutions to the flaws that you have pointed out, as this will demonstrate enhanced practical application skills. You spoke clearly and at a steady pace during your Viva. It can be helpful to speak directly into the camera and speak more spontaneously, rather than reading. This will help to further engage the audience. Well done.

TRANSFERABLE SKILLS /10

 You have generally written in a clear and organised way. Remember to include a title page with your name and the module details. Your use of images to demonstrate your points is relevant and helpful. Please review the grammar and sentence structure in places.

5