

ÄSS-BAR



KUNDEN



15. MÄRZ 2024

DR. RAOUL STÖCKLE

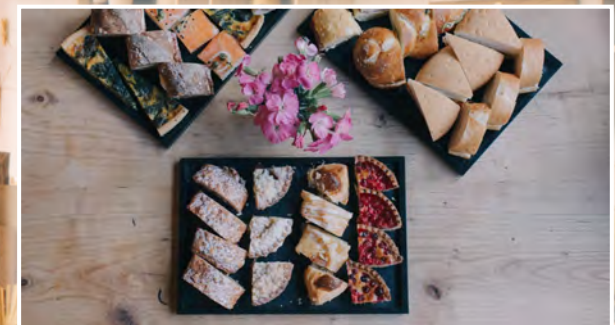


«frisch von gestern»





Catering



Foodtruck Workshops



Delivery





Impact?

≈ 0.005%

-8'000t Food Waste

-7'200'000kg CO₂

700'000+ Kunden / Jahr

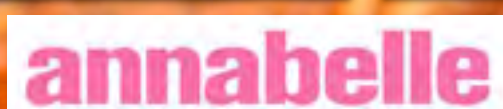
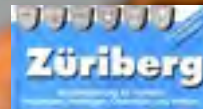
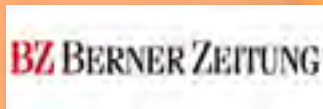
100+ Mitarbeitende

MEDIEN

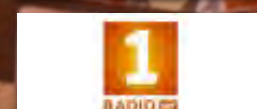
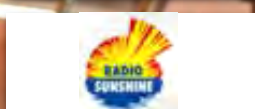
TV

Print

Auswahl



Radio





>5'700
Followers

>110'000
Reichweite



Nr. 1 von 402
Essgelegenheiten in Bern

Nr. 1
Bäckerei in Zürich

Community



Du schuldest uns

Franken

Bitte bringe das Geld raschmöglich in unserer
Filiale an der Marktgasse 19 in Bern vorbei!

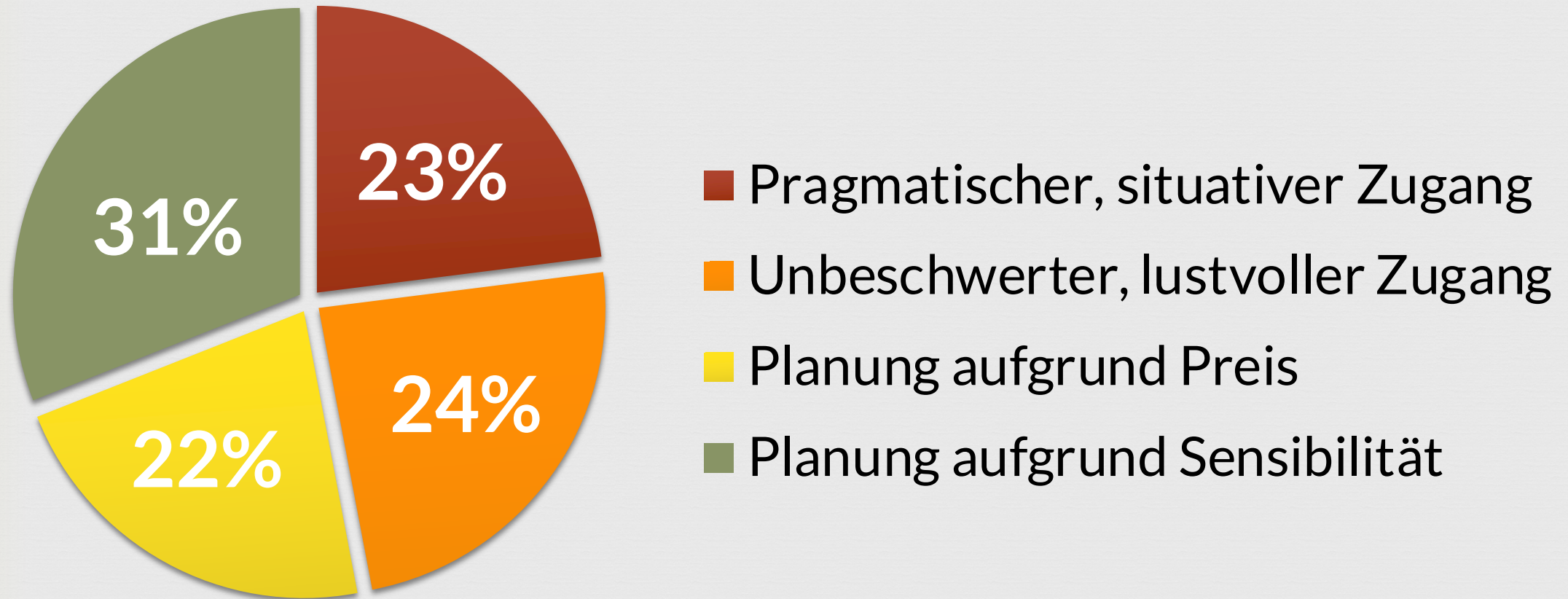
www.aess-bar.ch bern@aess-bar.ch



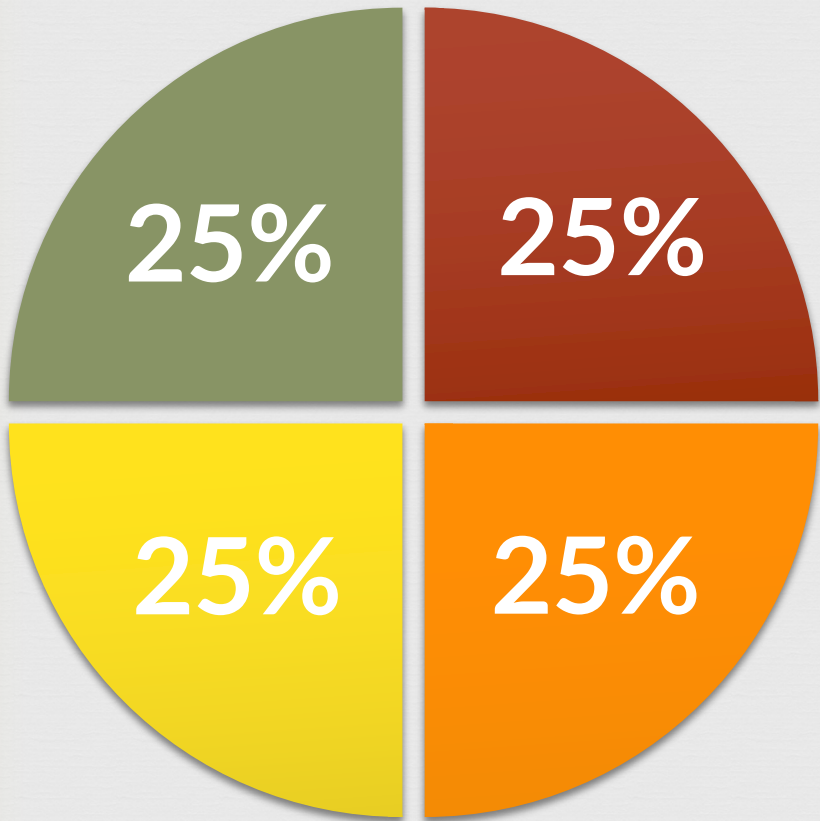


Kunden?

Konsumenten Typen | gfs.bern



Konsumenten Typen | Äss-Bar



- Pragmatischer, situativer Zugang
- Unbeschwerter, lustvoller Zugang
- Planung aufgrund Preis
- Planung aufgrund Sensibilität

Kunden der Äss-Bar

A map of Africa is shown with several colored dots (black, orange, green, blue) placed across the continent. Lines connect these dots to the text on the right. The dots are located in various regions: one in the north (Chad/Sudan area), one in the west (Ghana area), one in the central-west (Congo area), one in the south (Zimbabwe area), one in the south (South Africa area), and one in the south (Lesotho area).

Touristen
Pensionäre
Nachbarn
Studierende
Berufstätige
Familien & Kinder

finanzielle NACHHALTIGKEIT

100%
Eigenfinanziert



Hohes
Volumen



ALLE
Segmente



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