



Stakeholder engagement 2015 Feedback form

Round table: Long-Distance

Theme: On board Services - Catering Services

Proposal title: The flavour of travelling

Prioritise the offer of regional and seasonal foods and communicate said offer more effectively.

Brief contextualization

Also in 2016, the path continues regarding the improvement in the quality of catering on board that began in 2015. The identified actions are focused on:

Increasing the quality of products to best represent Italian culinary excellence;

Improving the on-board communication tools.

Response formulation: positive

The plan of action in 2016 involves focusing on the perception of the quality of the products consumed on board while simultaneously promoting Italian cuisine, featuring the Freccie (Arrow train) as a link between modernity and flavour.

With this in mind, starting from the second quarter of 2016, of the bar/Bistro Le Freccie menu and of the Frecciarossa restaurant will be characterized by:

Defining a monthly theme centred on the products of the DOP and IGP Protection Consortia (e.g.: Asiago cheese) and on the Slow Food Presidia (e.g. Capocollo di Martina Franca);

Personalization of the Bistro carriage layout, of the menus and of the carriage monitor in order to inform Passengers of the theme of the month.

