



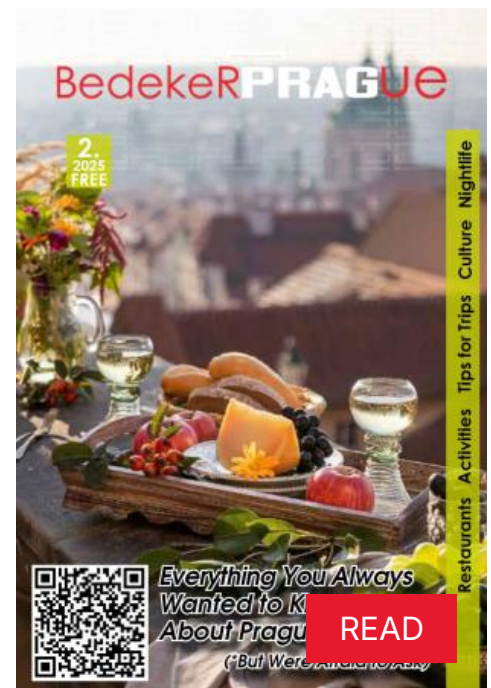
PRAGUE

GASTRONOMY

Invitaly: Italian restaurant that even Franz Kafka would turn around for

The pizzeria and restaurant Invitaly is located in the heart of Prague, just a few steps from the Národní třída metro station. If you want to enjoy great Italian food, you won't go wrong here. We asked the restaurant manager Ondřej Macháček how difficult it was to establish oneself in the gastronomy-packed Prague and what is the secret of Invitaly's success.

NEW EDITION



Invitaly promises authentic Italian cuisine. What exactly can a visitor imagine?

Above all, high-quality imported Italian ingredients, quality meal preparation under the guidance of our Italian chef (who even worked as a chef at the Italian Embassy in Canada for several years) and his team, a traditional approach to Italian cuisine, and above all, authenticity, passion, and love that we put into every dish.



Invitaly has a very clean design when it comes to space. How long did you search for the right face?

Our owner always dreamed of bringing true Italian food to Prague. There are plenty of Italian restaurants in Prague, but he wanted something different. That's why he decided to open his own

Italian restaurant directly in the building of the Golden Crown hotel, which he owns. Therefore, the choice of location was not that difficult. An Italian designer helped us with the design of the entire restaurant, which is why the restaurant looks modern yet traditional.



If there is no shortage of restaurants in Prague, what makes Invitaly stand out in your opinion?

I think our restaurant stands out with excellent pasta, but I would dare to say that our biggest "hit" is our excellent pizza! I would also mention our service (most of the staff are directly from Italy), who try to accommodate every visitor in every way.



You are quite active on Facebook and Instagram. Nowadays, such communication seems essential. Do you feel that operating in the restaurant scene without social networks is impossible today?

In my humble opinion, this is indeed an important aspect of marketing. On social networks, we promote the restaurant, highlighting new items on the menu or posting daily menu updates (which can also be found on our website). Honestly, nowadays it is very easy to track how many people click on your website or on a "story" on Instagram, and I must say that the difference is significant. We will even launch a monthly contest on Instagram soon for a voucher to our restaurant. I would

recommend every starting restaurant to be very active on social networks and not underestimate their power and impact.



If I wanted to rent the entire venue for a private event, I guess that wouldn't be a problem...

You are right. It is definitely not a problem. We are prepared for these situations and can close the entire restaurant for clients. We have several menu options prepared, but I must say that if someone wants to host private events, we tailor them specifically to the client's wishes and requirements. We follow the motto "nothing is impossible".



Even Franz Kafka turns around after you, that's what a satisfied customer looks like! :) But seriously, what would you like visitors to take away from Invitaly?

Franz Kafka is our regular guest (laughter), but seriously, I would like every customer who decides to spend their money with us to leave excited and with the feeling that it was worth it and that they will definitely come back or perhaps recommend us to their friends.



And lastly, a slightly tricky question - which dish from the menu is your favorite and why?

Definitely any of our pizzas, but specifically I have to mention the Bologna pizza because I first tasted this combination (parmesan, mortadella, pistachios, and stracciatella) in our restaurant and instantly fell in love with it.



www.invitaly.cz