

For Immediate Release

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Gourmet Italian cafe celebrates local business awards with colourful makeover!

Bath, - October, 16 2008 - The owners of gourmet Italian cafe Del Sole, situated in the bustling Moorland Road area of Bath, celebrated both of their recent awards at the local Federation of Small Business Awards show in September, with a celebrity-makeover of their very own.

Licia Accorsi, the owner of Del Sole said: "We were delighted to win the FSB award for best website - www.delsole.co.uk - as well as finish second as the best overall business of the year. At the same time as winning these awards, our customers told us in a survey, that above all else they wanted us to provide more seating so people could eat-in even during our busiest times of the day."

"I'm a big fan of the celebrity business makeover show 'Peter Perfect' on the Style Channel, so I thought why not give ourselves a colourful makeover of our own as well? So we invested in specialist, Swedish, red and chocolate leather-seating as well as custom-made oak table-tops to increase our internal seating capacity by over 50%."

"We also repainted our walls in a typically-Italian bright terracotta and have designed new and colourful uniforms. The feedback has been brilliant as people seem to love the combination of our lively colours and relaxed atmosphere."

Local Oldfield-ward Councillor and regular Del Sole customer Will Sandry said, "I really like Del Sole's new look and feel, and it will further help improve the recently-rejuvenated image of Moorland Road. It also shows how important it is in the current climate that small businesses are proactive in improving their customer's experience, so that they can continue to prosper even in difficult times."

Naturally, the team at Del Sole aren't planning to sit back and rest on their laurels. Mrs Accorsi added, "Soon we will also be opening on Sundays - thanks to the popularity of our new breakfast and brunch menu. I'm also looking forward to shortly finishing my first ever recipe book!"

Del Sole is a cafe/delicatessen located at 37 Moorland Road, Bath BA2 3PN. Its award-winning website and blog is at www.delsole.co.uk. Mrs Licia Accorsi is the owner-manager, along with her husband James Watson. Licia is originally from Bologna in Italy and has worked in the fashion industry in London for Joseph, Calvin Klein and Harvey Nichols, before setting up the Del Sole Deli in Bath in 2005.



A high-quality version of this photograph is available on request by email to licia@delsole.co.uk

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