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Carmine Garzia, Davide Grampa

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Food experience and brand awareness consolidation in the luxury industry

Carmine Garzia

Associate Professor
of Management

University of Gastronomic
Science. UNISG, Pollenzo, Bra.
Italy.

Davide Grampa

Reserch Fellow

University of Gastronomic
Science. UNISG, Pollenzo, Bra.
Italy

Corresponding Author:

Carmine Garzia

c.garzia@unisg.it

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ABSTRACT

The paper examines the strategic integration of food experiences by luxury brands, the study aims to assess how diversification strategies in premium food and beverage services (F&B) impact brand awareness and can contribute to improve consumer loyalty. An analysis of a comprehensive database comprising 26 luxury brands and 70 F&B locations across seven countries reveals key trends in operational and geographical strategies, brand communication, and consumer perception. Findings indicate that while fine dining captures the aspirational nature of luxury brands, casual dining formats generate higher consumer engagement on social media, suggesting the value of more accessible experiences. By leveraging their core identities and intangible assets, luxury brands can maintain exclusivity while embracing diversification. The research highlights the importance of experiential marketing in strengthening consumer relationships and offers a foundation for future studies to examine longitudinal impacts and best practices within the luxury F&B sector.

Il paper esamina l'integrazione strategica delle esperienze alimentari da parte dei brand del lusso, lo studio mira a valutare come le strategie di diversificazione nei servizi premium di food and beverage (F&B) influenzino la brand awareness e possano contribuire a migliorare la fidelizzazione dei consumatori. L'analisi di un database completo che comprende 26 marchi di lusso e 70 sedi F&B in sette paesi rivela le tendenze chiave nelle strategie operative e geografiche, nella comunicazione del marchio e nella percezione dei consumatori. I risultati indicano che, mentre la cucina raffinata cattura la natura aspirazionale dei marchi di lusso, i formati di ristorazione informale generano un maggiore coinvolgimento dei consumatori sui social media, suggerendo il valore di esperienze più accessibili. Sfruttando le loro identità principali e i loro beni immateriali, i marchi di lusso possono mantenere l'esclusività abbracciando la diversificazione. La ricerca evidenzia l'importanza del marketing esperienziale nel rafforzare le relazioni con i consumatori e offre una base per studi futuri per esaminare

Keywords: Food Industry, Luxury Industry, Brand Awareness, Diversification strategies.

1 – Introduction

In recent years, the luxury sector has faced unprecedented challenges, including a relevant market contraction during

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the pandemic era. This situation has pushed many luxury brands to explore new diversification strategies and innovative ways to strengthen consumer engagement (Michel *et al.*, 2022). One of the most significant responses to these challenges has been their expansion into the Food & Beverage (F&B) sector, incorporating premium foodservices into their operational strategies. This approach allows brands to explore new ways of connecting with their audience and reinforcing their market presence.

The luxury food sector is expected to grow significantly in the coming years, with projections estimating its value will reach approximately \$550 billion by 2030 and a compound annual growth rate (CAGR) of 16.66% between 2023 and 2030 (Zion Market Research, 2024). These figures highlight how luxury food services represent a strategic frontier, not only for strengthening emotional connections with consumers but also for exploring new diversification opportunities in an ever-evolving market.

The primary objective of the present paper is to give a comprehensive representation of diversification strategies in the premium F&B sector adopted by luxury brands, exploring effects on brand awareness and consumer engagement. Specifically, it seeks to investigate whether, and how, the integration of the food experience can enhance brand image by creating desire among new consumers and offering innovative experiences to existing ones. To achieve this objective, an analysis was conducted based on an original database that includes 26 luxury brands and 70 F&B locations across 7 countries.

The paper is structured as follows. The first section is dedicated to a literature review that explores interconnections between food and luxury industry, the second section is dedicated to database description and methodology definition, in the third section we describe the evolution of luxury group presence in the F&B business. The fourth section is focused on the analysis of the impact of entry strategies on performance. In the conclusion we discuss findings, limitation and implication on existing literature, furthermore a future research agenda is provided.

2 – Connecting fine food service to luxury industry

Over the past decade, the concept of luxury has undergone substantial theoretical transformation, shifting away from a static notion of material exclusivity towards a more fluid and relational interpretation. Luxury is increasingly framed as a system of symbolic value creation, where meaning is generated through emotionally charged, culturally embedded experiences. Kapferer & Valette-Florence (2016) argue that luxury desirability no longer stems solely from rarity or inaccessibility, but from a brand's ability to craft narratives that resonate with the consumer's identity and values.

This redefinition of value has been significantly accelerated by the digitalization of consumer experiences in the wake of the pandemic period. Luxury brands have strategically embraced immersive technologies and online personalization to maintain their experiential appeal in disintermediated environments (Cheng *et al.*, 2021). Digital touchpoints have thus become integral components of an expanded ecosystem, designed to reinforce symbolic capital and sustain engagement beyond the physical store.

Simultaneously, the demographic profile of luxury consumers has evolved. According to Ko, Costello & Taylor (2019), Millennials and Generation Z, projected to represent over 70% of global luxury consumption by 2025, prioritize authenticity, social consciousness, and experiential richness over traditional status symbols (Slaton *et al.*, 2022). These consumer cohorts drive the shift toward "experiential luxury", where emotional resonance, co-creation, and

cultural alignment define brand relevance. Sustainability has become a common attribute for both the luxury and food industries (Dymchenko *et al.*, 2021).

This experiential turn has catalyzed new intersections between luxury and other symbolic domains, notably gastronomy. As observed by Dudia (2022), gourmet experiences and fine dining increasingly function as expressive platforms within the luxury ecosystem, capable of generating symbolic value, enhancing brand narratives, and fostering emotional connection with consumers. The integration of food into luxury branding is not a marginal trend, but a manifestation of the broader transformation whereby value is constructed through sensorial immersion and cultural engagement.

Within the broader transformation of the luxury concept, fine dining has emerged in recent years as a central arena for expressing and staging the core values of the luxury experience. Recent literature confirms that haute cuisine no longer represents merely a premium service, but rather a narrative platform through which brands, culinary and otherwise, can construct identity, generate symbolic value, and engage consumers on an emotional and cultural level. Angelini, Castellani, & Pattitoni (2025) define fine dining as a “cultural good” in which culinary creativity, ritualized service, and atmospheric design converge to produce meaning that goes far beyond food quality. Gastronomic excellence thus becomes a vehicle for aesthetic consumption, memory, and social distinction.

In parallel, the customer experience within high-end restaurants has evolved along trajectories increasingly aligned with those of traditional luxury (Wang, 2022). Customer satisfaction in fine dining is strongly influenced by food quality, service consistency, and the physical environment, which together construct an immersive experience capable of eliciting positive emotions and enhancing customer loyalty (Pangrazi *et al.*, 2022). From this perspective, Michelin-starred dining is best understood as a symbolic space that not only delivers culinary excellence but also strengthens brand equity for both the restaurants themselves and the territories or labels they are associated with (Park & Ahn, 2022).

Another key element reshaping the boundaries of gastronomic luxury is the growing emphasis on sustainability, viewed not merely as a reputational or regulatory response, but as a strategic tool for value differentiation. Gazzola & Mauri (2024) analyze the adoption of environmental policies in Italian Michelin-starred restaurants, showing that sustainability is increasingly perceived by customers as an essential part of the premium experience. Practices such as local sourcing, waste reduction, and supply chain transparency meet the expectations of culturally engaged consumers and reinforce perceptions of brand authenticity and ethical coherence.

These insights are further supported by experiential studies such as that by Tsaur & Lo (2020), which highlights how the experiential value of fine dining arises from a refined blend of tangible and intangible elements, ranging from mise en place and staff demeanor to ambiance and menu storytelling. The harmony between these dimensions creates a setting in which guests are not merely consumers, but co-creators of value, fully aligned with the principles of experiential marketing.

Berrada *et al.* (2020), emphasize the growing role of digital innovation in high-end gastronomy. Far from undermining authenticity, digital tools, such as personalization systems, immersive storytelling, and predictive service design, can enhance the experiential richness and emotional depth of fine dining, thus reinforcing its cultural positioning within the evolving landscape of luxury.

Aligned with the joint evolution of the luxury sector and fine dining experiences, brand awareness has emerged as a pivotal element in shaping both the competitive positioning and symbolic resonance of a brand. Far from being merely a function of media exposure, brand awareness is increasingly understood as the outcome of a relational system in which experience, storytelling, and value coherence interact to generate meaning. In this context, the fine dining environment, rich in sensorial and cultural cues, proves especially effective in reinforcing brand recognition among clientele drawn to identity-driven, memorable forms of consumption.

As depicted by Ramzan & Ahmad (2018) brand awareness constitutes a key dimension of brand equity in the restaurant industry, exerting a direct influence on brand reputation through mechanisms of symbolic reassurance and customer identification. This effect is magnified in high-end contexts, where the dining experience operates as an extension of brand values, contributing to the cultural legitimacy of the label. Similarly, Godey *et al.* (2016) highlight how the success of luxury branding strategies depends heavily on the ability to deliver emotionally resonant, culturally consistent experiences that can be shared and internalized by increasingly discerning consumers.

This dynamic is further reinforced by the close relationship between brand awareness and reputation, particularly in markets where perceived value is tied to narrative coherence and authenticity. Seturi (2017) argues that the growth of brand awareness in premium sectors stems not only from brand visibility, but from its ability to occupy a stable symbolic space in the consumer's mind. From this perspective, the convergence between luxury and gastronomy represents not just a functional synergy, but a powerful identity mechanism that allows the brand to articulate its cultural meaning with greater effectiveness.

Holmqvist *et al.* (2024) emphasize that rarity and exclusivity are essential elements for creating value in luxury brands. The integration of carefully curated and highly distinctive experiences, such as fine dining, generates positive emotional responses among consumers, increasing their desire for the brand and fostering loyalty.

Wiedmann *et al.* (2021) highlighted the growing importance of multisensory marketing in shaping customer perceptions within the luxury sector, in particular engaging multiple senses, such as sight, sound, smell, and touch, can significantly enhance the overall brand experience in luxury hotels. Their findings suggest that a carefully curated sensory environment does not merely contribute to momentary satisfaction but plays a relevant role in reinforcing the perceived value and exclusivity associated with luxury brands. This multisensory approach aligns with the broader trend in luxury marketing toward creating immersive and emotionally resonant experiences, which are increasingly seen as key differentiators.

The brand extension theory, proposed by Keller & Aaker (2012), provides further insights, highlighting that expansion into new sectors, such as premium F&B, enables brands to leverage the strength of their core identity to enhance brand awareness. The perceived consistency between the core brand and the new category is a key factor for the success of diversification strategies. Similarly, the Resource-Based View (Helfat *et al.*, 2023) offers a complementary perspective, emphasizing how luxury brands can capitalize on intangible resources, such as reputation and customer loyalty, to enhance their perceived value and attract new consumers.

Ferraresi & Schmitt (2015) emphasize the importance of experiential marketing within the context of diversification strategies. Creating sensory, emotional, cognitive, and relational experiences serves as a fundamental lever to strengthen the bond between consumers and brands. The implementation of premium experiences, such as luxury restaurants or exclusive

events, not only boosts consumer loyalty but also communicates the distinctive values of the brand, further consolidating its competitive positioning.

The present paper aims to investigate whether the integration of food experiences can effectively improve the brand awareness of a luxury company operating in a different sector. We decided to adopt an exploratory approach to evaluate the diversification strategies in the premium F&B sector implemented by luxury companies. By connecting the analysis results to key theories in marketing and brand management, this study will provide a comprehensive perspective on the importance of unique and engaging experiences in strengthening brand perception within the luxury context.

The merging of luxury and fine dining reflects broader shifts in consumption models, while simultaneously offering a strategic pathway to generate symbolic value, enhance brand equity, and cultivate culturally relevant brand awareness. High-end gastronomy thus becomes a privileged space for meaning production and audience expansion, where aesthetics, identity, and reputation intersect in ways that redefine how contemporary luxury is experienced and communicated.

3 – Methodology and empirical set

The analysis has been performed on an original database that collected detailed information to monitor diversification strategies adopted by luxury brands in the premium F&B sector. It includes all major luxury brands, with a particular focus on fashion brands, which have proven to be the most active in this sector. Overall, the analysis examined 26 brands and their 70 operational locations, including both direct openings and collaborations with existing operators. Information was retrieved from the following sources: company financial reports and company websites.

The database incorporates information from the year 2000 to the year 2024 (for the last year we considered provisional data), we selected the period observation considering that 20 years can be assumed as sufficient time interval to observe the evolution of commercial and communication strategies (Porter, 2004).

The variables analyzed are categorized into three main macro-areas, which are described below, followed by a table providing a detailed overview of each individual variable.

(A) *Operational and Geographical Strategies*. We measured the direct brand involvement with the presence of the brand name in the restaurant and the percentage of ownership. We classified the development methods adopted by the luxury brand: foundation, acquisition, or participation in pre-existing companies. For the timeline we measured the year of opening or acquisition of the locations. For the operational dimensions: number of locations and categories (e.g., fine dining, casual dining, patisseries, etc.). We included in our analysis the geographical distribution and the analysis of the tourism flow in the areas where the locations operate. For the analysis of the price categories that we took into consideration the average price per meal per person.

(B) *Brand Communication and Perception*. We analyzed customer reviews: evaluations on two platforms: brand's official accounts and their respective locations.

(C) *Companies Financial Performance*. We analyzed financial statement, where available, to assess the economic impact of the locations on company performance. In certain cases, financial

data is scarce or negatively affected by the COVID-19 pandemic, making a comprehensive evaluation of economic performance challenging.

The Table 1 provides an overview of all the variables included in the database, which have been examined to explore this phenomenon and assess the diversification strategies adopted in the F&B sector by luxury brands. The extensive range of variables within the database has facilitated a thorough quantitative and qualitative analysis, offering an in-depth understanding of diversification strategies in the F&B sector and their impact on luxury brands.

Table 1 – Detailed description of variables included in the original database (*Note: Financial data are available only for firms that disclose financial information for food activities*)

Variables	Description
Brand	Name of the luxury brand.
Location Name	Name of the location associated with the brand (it may be the same or different depending on the strategy).
Brand Linked	Indicates whether the location is directly linked to the brand.
Ownership Percentage	Specifies whether the location is fully owned by the brand or partially owned.
Partnership Type	Defines the type of strategic partnership adopted by the brand.
Year of Foundation	Year in which the location was founded.
Year of Acquisition	If the same as the foundation year, it indicates that the brand established the location.
Number of Locations	Total number of locations under the same brand or name.
Openings in the Last 10 Years	Number of new locations opened in the past decade.
Country	Country where the location is situated.
City	City where the location is based.
Tourism Flow 2021-22-23	Number of tourists in the location's city, measured over three years to calculate the Compound Annual Growth Rate (CAGR).
Collaboration	Indicates whether the brand collaborates with renowned chefs or celebrities for promotion.
Category Type	Classification of the location within the premium food & beverage sector.
Google Reviews	Customer rating of the location on Google.
TripAdvisor Reviews	Customer rating of the location on TripAdvisor.
Instagram Engagement Rate (Brand Profile)	Engagement rate of the brand's official Instagram account.
Instagram Engagement Rate (Location Profile)	Engagement rate of the Instagram profile specifically dedicated to the location.
Revenues 2020-21-22	Total revenue generated by the location*
EBIT 2020-21-22	Earnings Before Interest and Taxes of the location.
Net Profit Margin 2020-21-22	Profitability ratio of the location, calculated as net profit divided by total revenue.

4 – Luxury groups in the F&B sector. Evolution and entry strategies

The entry of luxury brands into the F&B sector has been characterized by distinct temporal trends and strategic diversification, reflecting their ability to adapt to market changes and seize new opportunities.

Analyzing the data on openings, as can be seen in Figure 1, it becomes evident that the most active periods were concentrated in three key phases: 2013, 2018, and 2023. These peaks represent critical milestones in the evolution of the luxury sector.

The year 2013 marks a moment of recovery after the 2008 financial crisis, with brands exploring innovative ways to reconnect with their consumers and expand their experiential offerings. In 2018, the sector reached a phase of maturity in diversification strategies, with brands consolidating their positions in the F&B market to strengthen customer loyalty through unique experiences.

Finally, 2023 reflects the post-pandemic recovery, with an acceleration in openings to meet the growing demand for premium and immersive experiences, underscoring the F&B sector's role as a fundamental strategic lever.

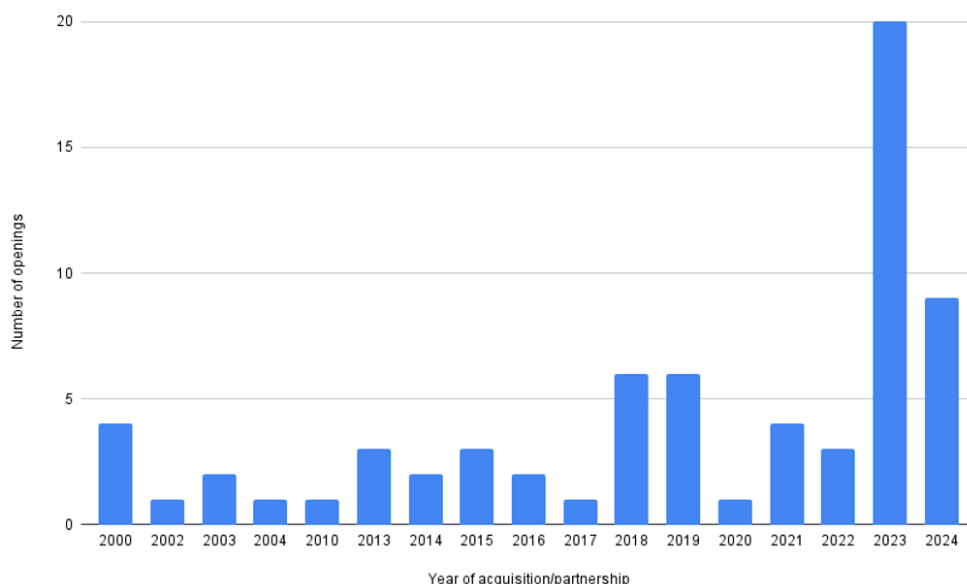


Fig. 1 – Timeline of opening (Source: author's original database)

Strategic business models for luxury brand expansion in premium F&B sector can be reconducted to six different categories, illustrated above.

1. *Full Ownership*. This model is adopted by luxury brands that establish and operate their F&B locations directly, maintaining full control over management, branding, and operational decisions. This approach ensures brand consistency and exclusivity in the customer experience.

2. *Branding Partnership*. In this strategy, brands collaborate with established F&B operators, lending their name and image while leaving operational management to the partner. This allows for brand expansion with reduced financial and managerial risk.

3. *Full Acquisition*. Brands opting for this model acquire an existing F&B business entirely, integrating it within their portfolio. This approach provides an immediate market presence while allowing the brand to shape the business according to its identity and standards.

4. *Partial Acquisition*. This strategy involves purchasing a stake in an existing F&B business, enabling the brand to influence decisions without full ownership responsibility. It represents a balanced approach between investment and risk management.

5. *Venue Partnership*. Luxury brands partner with existing venues, such as high-end hotels or restaurants, to create co-branded experiences without directly owning or managing the location. This model is often used to enhance brand visibility in premium hospitality environments.

6. *Joint Venture*. This is the least common strategy, where a luxury brand co-invests with another company to establish a new F&B business. Both entities share ownership, responsibilities, and profits, making it a highly collaborative but complex approach.

As shown in Figure 2, the analysis of development strategies employed by brands highlights the diffusion of one of the above mentioned six alternative business and contractual models used, by luxury firms, to enter and compete in the food and beverage market. Among these, full ownership, representing 34.8%, reflects the preference for direct operational control to safeguard brand image and quality. Branding partnerships account for 23.2%, enabling brands to collaborate with established local operators, thereby reducing financial and operational risks compared to direct ownership. Full acquisitions, at 21.7%, emphasize the importance of acquiring established entities to accelerate market entry. Meanwhile, partial acquisitions, though representing only 13%, are notable for yielding significant short-term financial returns. This strategy allows for lighter integration while optimizing profits without requiring full operational control.

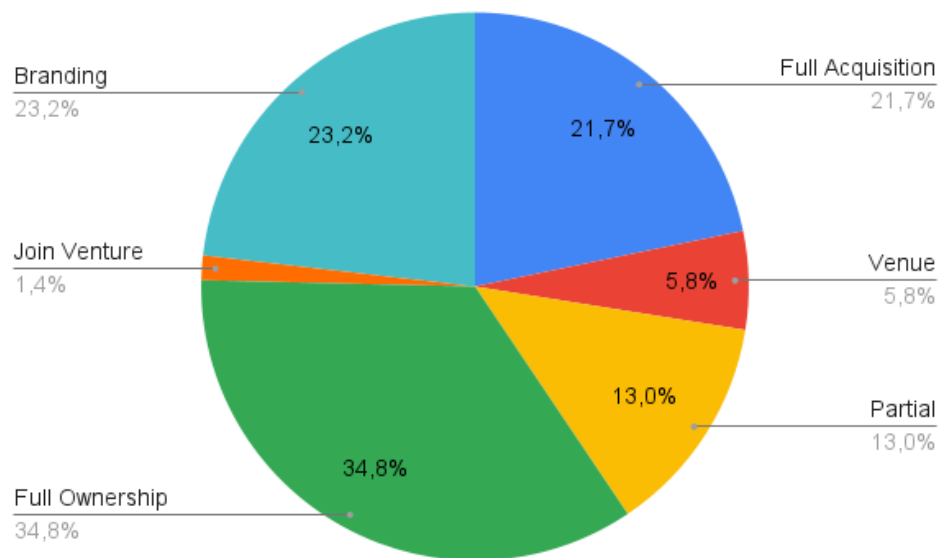


Fig. 2 – Distribution of Development Strategies (Source: author's original database)

Geographical analysis, which is shown in Figure 3, further reveals that Italy and France have the highest concentration of luxury F&B locations, accounting for 64.8% and 22.5%, respectively. Italy, with 45 locations out of 70, and France, with 16 locations, dominate the landscape. This prominence can be attributed not only to the rich cultural and gastronomic heritage of these countries but also to the fact that many major luxury conglomerates have their operational

headquarters there. This proximity facilitates more direct management and a deeper understanding of local markets.

These trends, combined with the development strategies and geographical distribution, give us a clear picture of the strategic role of the F&B sector in the luxury industry, demonstrating how brands leverage these initiatives to strengthen their competitive position and respond to evolving consumer demands.

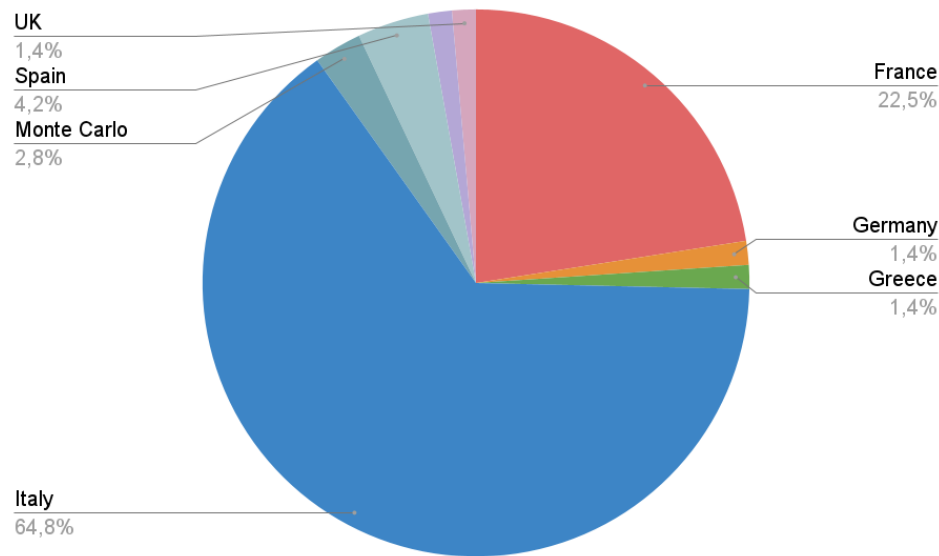


Fig. 3 – European Geographical Distribution of openings (Source: author's original database)

5 – Post entry performance analysis

The strategic and performance analysis conducted in this research focuses on key data that highlight the trends and dynamics of F&B locations operated by luxury brands. These findings provide a promising perspective on the impact of these initiatives in terms of revenues, consumer perception, and engagement. One of the first aspects examined is the revenue trend, illustrated in Figure 4.

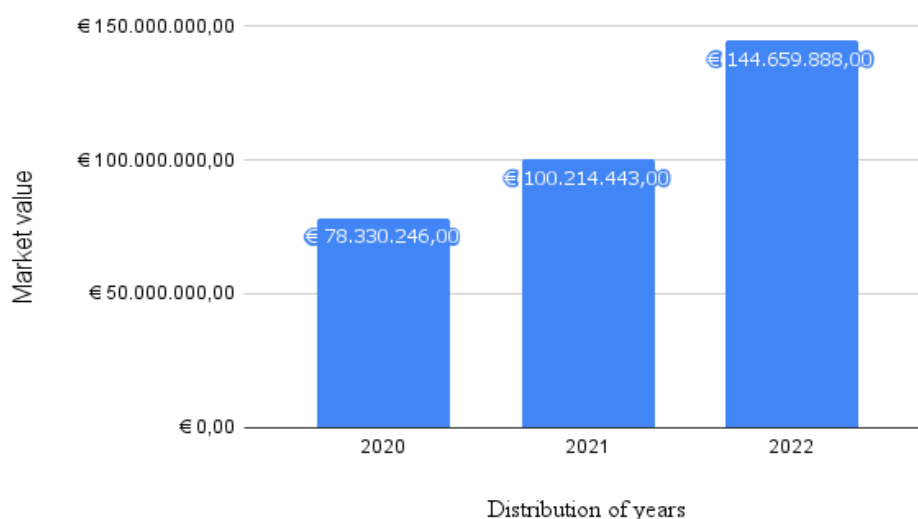


Fig. 4 – Revenue Growth (2020-2022) (Source: author's original database)

Between 2020 and 2022, a period marked by the pandemic crisis, F&B revenues demonstrated significant growth. We included financial data only for firms that disclose separate information on their F&B activities. From 2020 to 2021, revenues increased by 28%, followed by a further 44% increase in 2022. Despite the challenges of these years, these figures indicate highly positive prospects for the future, underscoring the strategic importance of the F&B sector for luxury brands. The lack of financial information specific to food activities suggests that these findings should be interpreted with caution, as the evidence is limited and may not fully capture the economic impact of such diversification.

A relevant area of analysis is focused on consumer reviews, with an emphasis on TripAdvisor and Google Reviews, the most influential platforms in the sector, as stated by Figure 5. The data revealed that locations not directly associated with the brand name received slightly higher average ratings compared to branded locations. While the difference is minimal, this discrepancy could be attributed to higher expectations from customers when visiting luxury-branded establishments. This highlights the importance for brands to maintain high standards across all aspects of the customer experience.

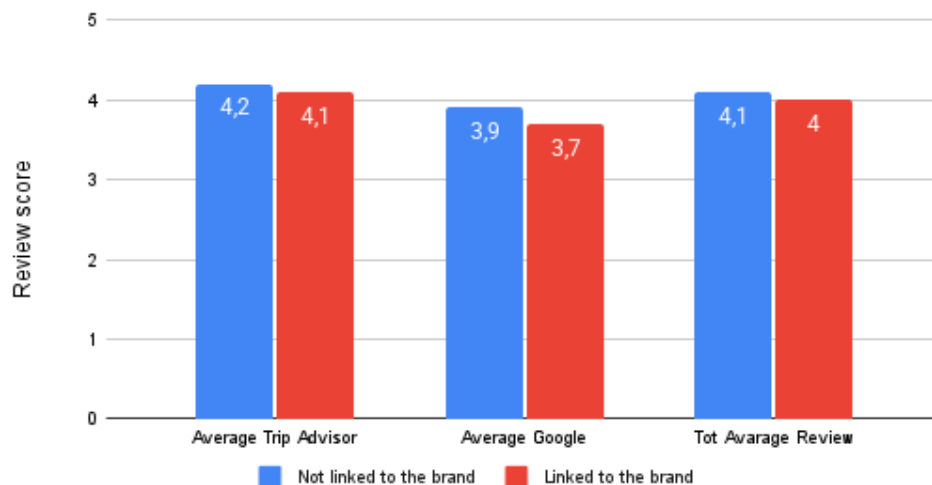


Fig. 5 – Comparison of Review Scores (Source: author's original database)

A particularly intriguing finding pertains to the Instagram engagement rate, illustrated in Figure 6, a key metric for measuring consumer involvement. The analysis, conducted over six months (March to August), shows that the casual dining format achieves the highest engagement rate at 0.66%, while fine dining records a lower rate of 0.38%, despite being the format most frequently chosen by luxury brands. This suggests that less formal and more accessible experiences generate greater interest and interaction on social media, positioning casual dining as a winning strategy to attract a broader consumer base.

One of the most significant insights emerges from the engagement comparison between brands and their locations. Locations register an engagement rate of 57.6%, while brands achieve 42.4%. This difference underscores the effectiveness of the F&B sector in creating experiences that deeply resonate with consumers.

Locations succeed in communicating more directly and engagingly than the brands themselves, offering a level of emotional connection that is particularly appreciated by

customers. This data reinforces the idea that food services represent a crucial strategic lever for luxury brands.

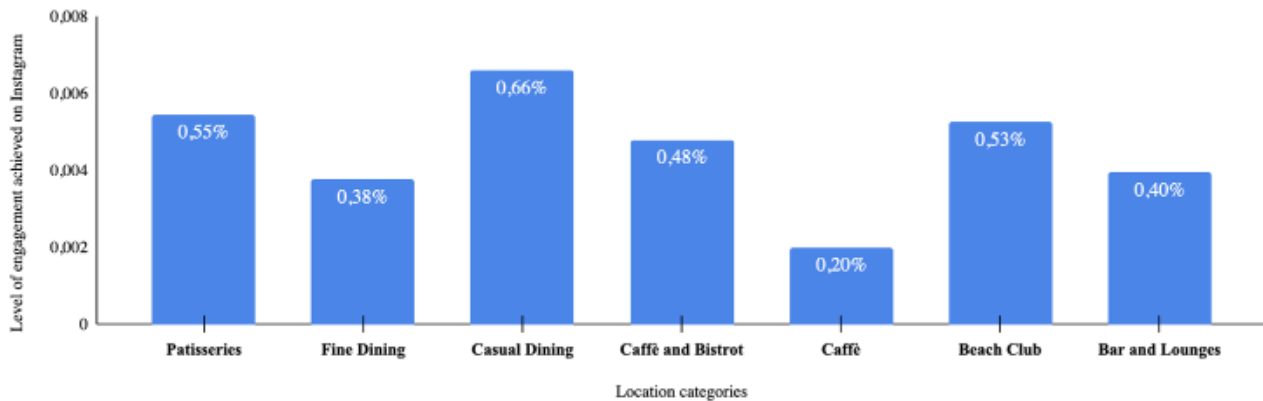


Fig. 6 - Engagement of locations on social media (Instagram) by categorie (Source: author's original database)

Finally, the analysis examined the impact of collaborations with renowned chefs, as can be seen in Figure 7.

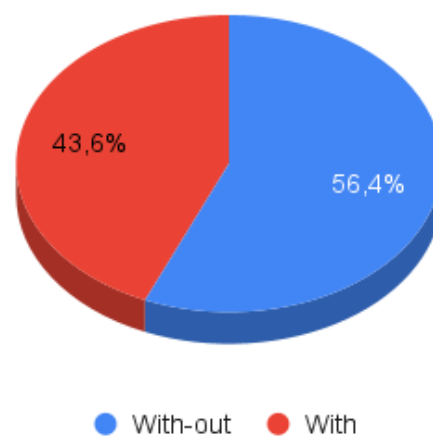


Fig. 7- – Comparative EG Engagement: presence of collaborations (Source: author's original database)

Surprisingly, locations collaborating with famous chefs do not achieve higher engagement rates compared to those without collaborations. Specifically, collaborations record an engagement rate of 43.6%, while locations without collaborations reach 56.4%. This finding indicates that consumers are more attracted to the brand's identity itself rather than the associated chef. While collaborations are an interesting strategy, they do not appear to provide significant added value in terms of engagement.

This analysis, through the examination of economic trends, reviews, and engagement, provides an in-depth understanding of the dynamics driving the F&B sector of luxury brands, demonstrating the potential of these initiatives to create value and foster consumer loyalty.

6 – Discussion and conclusion

The study explored whether and how the integration of food experiences in the premium F&B sector can enhance the brand awareness of luxury brands. The findings highlight the importance of diversification strategies in the F&B sector, offering valuable insights into the relationship between premium culinary experiences and brand perception.

A first interesting result of the study is the coexistence of multiple diversification approaches, which generate different outcomes in terms of brand awareness. The data show that fine dining remains the preferred format for luxury brands, as it perfectly embodies their aspirational and exclusive image. However, the analysis revealed that casual dining, while less formal, generates higher social media engagement (0.66% compared to 0.38% for fine dining). This suggests that more accessible and engaging experiences can attract a broader audience, extending the brand's reach without diluting its positioning. Aligned with the brand extension theory (Keller & Aaker, 2012), the results indicate that expanding into the F&B sector enables luxury brands to leverage their core identity to forge new connections with consumers. However, the perceived consistency between the core brand and its F&B locations is crucial for the success of these initiatives. The engagement observed (57.6% for locations vs. 42.4% for brands) suggests that locations, through direct experiences, more effectively convey brand values. It is worth noting that this engagement analysis, based on Instagram accounts, was conducted over a few months, and results may vary over time.

The Resource-Based View (Barney, 1991; 2016) also proves highly relevant, as luxury brands have successfully capitalized on intangible resources like reputation and customer loyalty to enter the F&B market. Geographically, the analysis shows that Italy and France host the majority of these locations, leveraging their cultural and culinary heritage to deepen connections with consumers.

Finally, the significance of experiential marketing (Ferraresi & Schmitt, 2015) is evident in the findings. The sensory and emotional experiences provided through F&B locations not only enhance consumer engagement but also reinforce the distinctive values of luxury brands, as demonstrated by their growing presence in the premium F&B sector.

A first limitation is the unavailability of specific financial data related to the food activities of luxury groups. This prevents us from evaluating the financial performance of these activities. Furthermore, we lack access to relevant information such as investments in tangible assets for food processing, or broader capital expenditures. Due to the lack of information on financial performance, we were unable to build an econometric model to assess the effect of diversification into food services on growth and profitability. A second major limitation lies in the ability to measure only the brand awareness of the food activity itself. While this can offer some insights, it limits our ability to fully understand the relationship between the overall brand awareness of the luxury company and its food sub-brand. To enhance the analysis, it would be valuable to include the evolution of brand awareness for external food brands under the luxury group. This would allow us to explore possible co-branding effects or reinforcement mechanisms between the parent brand and its food-related brands.

Future research could focus on longitudinal studies to examine how these strategies evolve over time and how socio-economic shifts influence brand perception. Further development of this study could incorporate qualitative research through case studies, allowing for a deeper examination of the most successful examples in the luxury F&B sector. By analyzing best practices and exploring consumer perceptions in greater depth, future studies could provide

valuable insights into how brands can optimize their strategies to enhance both customer experience and financial performance. Qualitative analyses could help identify the key elements that contribute to the long-term success of luxury brands in this sector. Understanding consumer expectations, emotional engagement, and brand perception within the F&B experience would provide deeper insights into the effectiveness of different strategic approaches. This could also help refine business models and improve operational strategies, ensuring a more seamless integration of luxury branding within the food and beverage industry.

By further exploring these dimensions, future research could offer practical recommendations for both established brands and new entrants, allowing them to craft more compelling and immersive experiences while maximizing financial sustainability and customer loyalty in an increasingly competitive market.

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