

**vida
plena**

HOSPITALITY
GROUP



Press Kit

Vida Plena hospitality group

Lisbon, Portugal

20
23

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VIDA PLENA hospitality group

— The Group

Vida Plena is a young hospitality group based in the vibrant city of Lisbon, Portugal, which was founded in 2018.

The journey began when Vida Plena's owners discovered an enchanting street corner in the heart of the Cais do Sodré neighborhood. They were unable to find a lively all-day café in Lisbon at the time, which sparked the idea for their first establishment, Café Janis. This rendezvous spot quickly became a favorite among locals and travelers alike, who frequented it for early morning coffees, delicious lunches, and late-night drinks.

The group now boasts 11 locations, all situated in Lisbon, including Café Janis, Farés, Dallas (Pink Street & S. Bento), Palma Cantina, Coppola, Javá, Leonetta, Fabric by Farés, and Rosamar.

The group's primary focus is on creating a sense of home and belonging for both their staff and guests, with a daily commitment to what they consider the pillars of hospitality: *providing a warm and blissful experience, fostering a diverse and inclusive community, serving good and fresh food, and delivering caring team members and service.*

Staying true to their founding principles is of utmost importance to Vida Plena, even in a world that is constantly evolving. They prioritize passion and heartfelt dedication over following fleeting trends or fads, always trusting their instincts and doing what feels right for their people and customers.

Looking ahead, Vida Plena aims to continue growing and embarking on exciting and successful new projects in the coming years, expanding in new verticals & abroad.

— The Venues

Our portfolio of restaurants and venues offers a remarkable variety of culinary experiences, each with its own unique concept and atmosphere:

- **Café Janis (2018):** lively all day corner café
- **Farés (2019):** middle eastern tavern
- **Dallas (2019, 2023):** vintage burger joint
- **Coppola (2020):** ny style (vibrant) pizza join
- **Palma (2020):** latin all day café
- **Leonetta (2021):** handmade pasta, antipasti & wine
- **Javá (2021):** mediterranean vibes with a view
- **Fabric (2022):** middle eastern bakery, café & catering
- **Rosamar (2022):** sustainable seafood grill & oyster bar

With a focus on continuous improvement, we are committed to developing our existing locations and sub-brands into the best versions they can be. We have identified Dallas as the first sub-brand and concept to expand within Portugal, starting in Lisbon (now with 3 locations) and its surrounding areas. With a robust operations team in place, we are well-positioned to scale effectively, providing a larger audience with the opportunity to indulge in locally sourced, homemade, and delectable burgers. Vida Plena recognizes that hospitality encompasses more than just food. Embracing our core value drivers, we are actively working on expanding soon in new verticals, as well as abroad.

Sustainability is at the heart of our operations, as we understand its importance in achieving long-term financial performance and executing our vision. Building upon our current financial success, we are confident in our ability to scale sustainably.

— The Highlights



location

Portugal

+5 years

Founded in 2018

11 venues

And counting

+300

Employees from

23 nationalities







JANIS CLUB

- PINK STREET 2019 -

DALLAS BURGER CLUB

BURGERS HAVE CARDS WHICH HELPS THE BRAIN
RELEASE SEROTONIN AND MAKES YOU HAPPY & RELAXES













CHEESY SLICE
GOPPOLA



