

First and foremost Mr. Tait explains the meaning and the origin of the name given to the restaurant. He says that the house is situated on a hillside (costa) which once was a marshland. The area was then drained and so they were able to build the restaurant. The word “salice” means “willow” and was chosen because of the willows which were there before the drainage.

The restaurant is a family-run house and is managed by Mr. and Mrs. Tait. The capacity of the structure (number of customers that it can host) equals 35.

The key words for the success of a small business like Costa Salici are *versatility* and *interchangeability*, as Mr. Tait underlines.

As for the marketing strategies which have been pursued, the owners only relied on the satisfaction of their guests and on word-of-mouth advertising.

Mr. Tait finishes his interview by saying that they have also designed a special menu for people suffering from the celiac disease. This is a feature that sets them apart from many other restaurants and of which they are very proud.