

CASE STUDY ON EXPERIENCE MARKETING OF QUINTA DO OLIVARDO RESTAURANT IN THE EVENT: *PISA DA UVA*

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Abstract: This article aims to study experience marketing at the restaurant Quinta do Olivardo Placeizado in the Tourist Resort of São Roque, in the interior of São Paulo. This article uses Kotler as a theoretical framework in order to investigate experience marketing, where an emotional bond is created to promote itself. It addresses the history of the city of São Roque, the Wine route and Olivardo Saqui, which gave rise to the establishment, for a better complement of information. It also uses the Gofind website as a basis, which will be used for the strategy of benefiting the five senses to create a memorable experience, in addition to the application of the TripAdvisor evaluation platform to consider the Comments made by consumers who had experience at the restaurant, dividing the Comments into excellent, fair and awful. Under strategy, still of experience marketing, and neuromarketing, according to Rafael D'Andrea, who promotes unforgettable experience as planning, using the five levels observed by our brain to connect the customer to the point of sale.

Keywords: Pesquisa qualitativa; *Marketing* de experiência; São Roque; Quinta do Olivardo; Pisa da Uva.

INTRODUCTION

The history of importance of São Roque begins in 1846 with the passage of Dom Pedro II in Vila, with that, the political scene of the city began to stand out, and São Roque was elevated to the category of city in 1864. After many years ago, in 1924 the city already had 17,300 inhabitants and more than 10,000 liters of wine were produced each year at that time. In 1984, a large movement of immigrants began in the city, causing more and more wineries to appear and gain a lot of strength.

With great potential in the historical, economic, cultural, artistic and ecological scenario, São Roque became a tourist resort in the mid-1990s. Since the arrival of immigrants, the city maintains the tradition of "Land of Wine", many wineries are close to the urban center and several have structures with restaurants.

With this, the Tourist Resort of São Roque is supported by experiential marketing, which is an aspect of Marketing itself, which creates an ecosystem that works specifically with the Promotion P, which seeks to promote, in addition to the brand, a new way of experiencing the consumer with the brand, product or service provided.

On the Wine route there is a wide variety of establishments for consumption. In this work, I approach the Quinta do Olivardo Restaurant in order to analyze how this experience marketing, based on the strategy of the founder of ToolBox™ and director of the Shopper Agency, Rafael D'Andrea, is presented in a natural way to visitors, according to the video "Get to know Quinta do Olivardo in São Roque – SP" by TV Aparecida made in February 2020 and its repercussion on the TripAdvisor review site.

The general objective of the article is to study experience marketing in the Portuguese cultural context in São Roque, through the Quinta do Olivardo Restaurant on the 9th

Pisa da Uva, in February 2020. To this end, we focus on the cultural experience passed on to visitors, which uses the Portuguese festivities, such as the treading of the grapes and the feast of São Martinho, to generate experience for tourists. The specific objectives are divided into: A) Identify the external and internal stimuli that are relevant for consumers to interact with the consumption experience; B) Understand the space where the restaurant is located, its mountain environment and Portuguese culture; C) Find out how the restaurant represents Portuguese culture; D) Check consumer reviews on TripAdvisor, the referral platform.

As a method, it makes use of qualitative research with data collection from academic google and reference sites on experience marketing and the city of São Roque. Based on the strategy of the Mundo do Marketing website, in the Consumer Behavior sector of the copywriter Rafael D'Andrea, director of ShopperAge and managing partner of Toolbox - Consulting & Metrics e o vídeo: *Conheça a Quinta do Olivardo em São Roque (Discover Quinta do Olivardo in São Roque -)* - TV Aparecida's SP held in February 2020 and its repercussion on the TripAdvisor review site. It is supported by the article Experience Marketing: Strategies to Boost Market Share and Strengthen the Energetic Energy Brand (CAPES; Camila Portella de Azambuja; Roberto Schoproni Bichueti; 2016).

THEORETICAL REFERENCE MARKETING

Marketing is the area focused on generating value for the product, service or the brand itself of a business, with the objective of winning and retaining customers. According to the American Marketing Association (AMA), which represents marketers in the United States, marketing is a set of processes that create, communicate, deliver, and exchange

offerings of value to customers, partners, and society at large.

Marketing goes beyond advertising and sales: the four P's that form the marketing mix are: product, price, place and promotion (SANTINI; LUDOVICO, 2013). It is the balance between the client's desire and the contractor's objective, generating value for both parties.

In the present work, the focus is on promotion. According to Kotler (1998), promotion is intended to communicate product attributes that persuade customers to purchase it. According to Rabelo (2015 apud Azambuja; Bichueti, 2016, p.90) "the brands that today produce entertainment, as a marketing objective, are managing to do a better marketing management, because they are providing entertainment and playfulness to their consumers."

Rabelo (2015 apud Azambuja; Bichueti, 2016, p.90) states that organizations must take into account, in addition to profit, the fact that people want to consume values; so the more symbolic value the brand produces, the more loved, respected and lasting it will be.

In this research, the notion of hospitality involves the human relationship represented by the host and the customer. As it refers to relationships, it is emphasized that a company is not hospitable in itself, but its employees may or may not be, especially those who have direct contact with the customer.

Camargo (2015) clarifies that: "All cultures keep principles, unwritten laws of hospitality, inherited from ancestral forms of law, which govern human relationships at home or outside the home".

The motivation of hospitality in a commercial environment lies in demand, what the customer decides to consume. "This gives you a greater degree of choice and control over what the commercial hospitality provider must be able to respond to" (Lockwood &

Jones, 2004, p.228).

While the social setting is the main focus of hospitality, the commercial focus is on the nature of the service experience for which one pays, and which, therefore, can be claimed if the customer is displeased (Lockwood & Jones, 2004, p.229).).

The hospitable attitudes and the space created, in the commercial domain, represent the brand and personality traits of the host Camargo (2015). Therefore, it can be said that they positively or negatively impact the service. This study has been gaining more evidence due to the search for more professionalism in the provision of services. The performance of employees must add value to companies by collaborating in the differentiation of products and/or services processed. (Wada & Camargo, 2006; Warech & Tracey, 2004)

From this point of view, Camargo (2004) states that the greatest aggregator of value may be in the “how it is done”, this makes all the difference in the delivery of the service in the domains of hospitality (domestic, public and commercial). This is because it can be defined “as the human act performed in a domestic, public and professional context, to welcome, host, feed and entertain people temporarily displaced from their natural habitat” (Camargo, 2004, p.52).

Experience marketing creates a unique relationship between the company and the consumer, encouraging them to participate in experiences creating emotional bonds to promote visual stimuli. The connection that occurs when there is identification with the brand's core values can be long-lasting, if reinforced over time.

Experience marketing — also known as sensory marketing — is a tactic that seeks to work on the relevance of a business to its customers, through the perception of the entire purchase process, interactions and experiences that a person has with a company (GABRIEL, 2020).).

According to Silva and Tincani (2013, apud Azambuja; Bichueti, 2016, p.91), it can be used to leverage a declining brand, differentiate from competitors, create identification for a company, promote innovations to the consumer or employee and induce consumer consumption. product or brand, which is analyzed at the Quinta do Olivardo Restaurant. You must find the positioning to be used, as well as the value that the customer expects from what is provided to him. The brand experience is projected. Then, there is the structuring of the customer interface, ensuring the continuity of the experience, as it deals with all the points of contact that the customer may have with the company. After that, it is about respecting the principle of continuity – customers value a dynamic company that adapts to their needs and always brings some improvement or innovation.

In the case of Quinta do Olivardo, in addition to Pisa da Uva, visitors are invited to return to the restaurant to taste the wines they made themselves at the celebration of São Martinho, one of the main festivals of Portuguese culture that emphasizes the celebration of new crop.

Given this, experiential marketing is not done to generate immediate sales, but to build a relationship with the customer.

HISTORY OF SÃO ROQUE

The city of São Roque was founded by São Roque captain Pedro Vaz de Barros on August 16, 1657, according to the city hall website of the tourist resort of São Roque. The founder belonged to a lineage of pioneers, he was known as Vaz Guaçu – O Grande. He named his lands in honor of the saint of his devotion, due to the strong religious tie.

The city began to be populated through indigenous labor on a wheat and vineyard farm on the banks of the Carambéi and Aracáí rivers. According to the article “Terra

do Vinho” available on the website of the Legislative Assembly of the State of São Paulo, there were about 1200 Indians who worked on the lands of Vaz de Barros. After a while the founder’s brother came to the region and they built a chapel of Santo Antônio and the Casa Grande in rammed earth.

As the movement of people grew, trades expanded and labor became scarce, they had to resort to importing African slaves, further expanding the population in the region and the crops with the cultivation of new foods such as coffee, corn, sugarcane, between others.

With this growth, the advance of the region did not stop, on April 22, 1864, it received the title of city. Later on, with the Proclamation of the Republic São Roque gave another impetus with the arrival of Italian immigrants who came in search of employment, causing landowners to rescue winemaking, giving opportunity to the Italians and Portuguese who arrived in 1884.

According to the website of the Legislative Assembly of the State of São Paulo, in 1924 São Roque already had 17,300 inhabitants and 10,000 liters of wine produced per year. Being considered a tourist resort in 1990 due to its historical, cultural, ecological and artistic potential.

TOURISM SÃO ROQUE

TOURIST OFFER

The tourist offer is the set of products and services that determine the traveler’s destination, it can be divided into two categories: original and derived. The first refers to local tourist attractions, such as landscape, culture, parties and gastronomy, and the second relates to added services, that is, that make up the infrastructure.

HISTORICAL - CULTURAL HERITAGE

According to the Federal Institution

(1988), goods of a material and immaterial nature, taken individually or jointly, constitute Brazilian cultural heritage, bearers of reference to the identity, action, and memory of the different groups that form Brazilian society.

The municipality of São Roque presents objects of great patrimonial value, based on the Municipal Tourism Development Plan of the City São Roque, produced by USP, in an analysis carried out with 14 of the most important tourist attractions in São Roque, the Wine route reached the note highest, it has a great concentration of enterprises, wine productions and popular and cultural manifestations. Based on these considerations, the large number of projects in the Route stand out for the large flow of visitors, attracting them to the three largest restaurants, which are: Quinta do Olivardo; Villa Don Patto; Góes Winery Complex. In another graph analyzed from the Plano, the seasonality curve of the Wine route receives a good demand from tourists throughout the year. It is also observed that rural tourism is considered one of the largest segments with advancement in Brazil, it aims to structure the activity in the countryside, strengthening its benefits and mitigating its impacts, for this a process of professionalization of the segment’s actors is necessary. According to the Ministry of Tourism of Brazil (2003), rural tourism can be understood as: “[...] the set of tourist activities developed in rural areas, committed to agricultural production, adding value to products and services, rescuing and promoting the cultural and natural heritage of the community”.

The activities can be services such as cultural activities, production, agriculture, sports, among others. 2010)

SÃO ROQUE TOURIST RESORT

According to the Municipal Tourism Development Plan for the City of São Roque,

produced by USP, the Tourist Resort of São Roque develops strategic plans to know the tourist profile and effectively understand the demand of visitors for the chosen destination. It is possible to use from experience the creation, needs and expectations that end up helping in the structuring of the perfect destination.

This study is based on a questionnaire in 14 tourist spots in the city, the socioeconomic environment, travel characteristics, motivation, perception, motivation and satisfaction were analyzed, identifying the main impressions of the city. Following the information in the Plan, the data presented represent that for different age groups and with a family income between R\$ 990 and R\$ 4990, with the analysis of these two data, it is observed that the Tourist Resort of São Roque has several attractions for different socioeconomic profiles. Among tourists, the highest incidence in the age group is between 30 and 49 years, representing 53.5%.

It is identified that most tourists have a high level of education, only 10% have less than high school education, and more than 50% go on to higher education, within which 44.5% have completed higher education. Regarding gender, there is a great balance with a slight bias towards the female audience, but it is not enough to conclude the specific destination that attracts this specific audience the most.

Most tourists in São Roque are adults with high school to higher education and low to medium income, 70.96% are from the metropolitan region of São Paulo and 84% travel by car. Among the travel motivations, 77% of tourists visit the city for leisure, 48% seek the Wine route, mostly accompanied by family (50%), recommended by friends (63%). Of the visitors, 99% recommended São Roque as a travel destination and 63% had visited the destination before, of which 38% had visited the city more than 10 times.

Among the various attractions, the most visited is the Wine route with 55.5%, being considered the main attraction of São Roque by tourists, it is a prominent attraction, due to the gastronomy and beauty.

VINE ROUTE

According to Bianca Dos Santos and Maria Gimenes-Minasse, in an article written in 2017 for the magazine RITUR (Ibero-American Tourism Magazine), the history of São Roque and wine dates back to the beginning of the 20th century. XVII, where there was a boom of wine producers in the city due to the arrival of the Portuguese, giving rise to several events responsible for the tourism and fame of the city. The Wine route began with the junction of several wineries, with about 10 km in length and formed by three routes: Quintino de Lima Highway, Estrada do Vinho, Estrada dos Venâncios and composed of more than 30 establishments in the midst of preserved beauties. from nature.

Throughout the tour, it is possible to visit the wineries and taste wines and appetizers, it is still possible to experience the grape harvest, learn more about the history and enjoy the restaurants that have strategic dishes to pair with the drink. In addition, the temperature factor helps in the growing development of the region due to its mountain climate.

It is the ideal destination for those who want to practice Enotourism near São Paulo. In addition, it is an excellent complement for those who intend to take a wine course in SP, as it is possible to see in practice how the cultivation of grapes and the production of wines are carried out". Eric Ferreira, founder of the Del Vino Wine Club school that promotes wine courses and organizes confraternities.(SANTOS; MINASSE; 2017)

Quinta do Olivardo is one of these establishments with national recognition, being one of the first to be remembered when it comes to São Roque. Mainly for its so

popular Portuguese cuisine, being responsible for the immersion in Portuguese traditions in its restaurant.

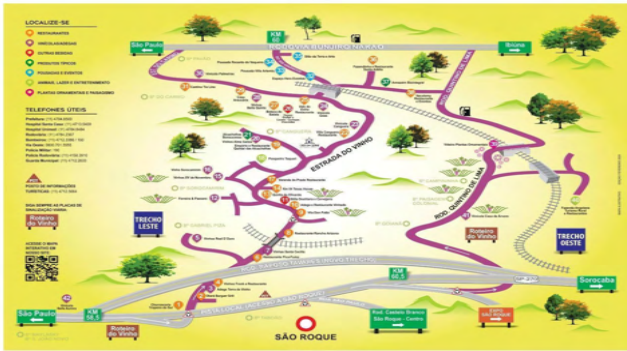


Figure 1: Wine route

Source: Wine route, 2020. Available on the website: roteirodovinho.com.br

OLIVARDO SAQUI

According to the interview made in 2019 for the G1, by Paula Monteiro, the story of Olivardo Saqui with his restaurant began 14 years ago with his unemployment, when he decided to invest in the wine production market, starting a small winery in which today Quinta do Olivardo is a prestigious restaurant in São Roque.

Also according to the interview, Olivardo started producing juices and wines from his own grapes. As a result of its development and the emergence of its restaurant, Portuguese gastronomy naturally entered its enterprise, which did not stop growing.

Currently, Portuguese tradition is synonymous with attraction at Quinta do Olivardo. The restaurant receives from five to seven thousand people per weekend. There is recreation for children, tasting, production of wine varieties in addition to having a typical and vast Lusitanian menu.

Sítio Açaí, was where Olivardo started his dream, the cultivation of grapes to make his own wines. At the beginning of his business, he sold some delicacies from manufacturers

in the region, such as cheese, grape juice, etc.

In three years (2010) the first wine was ready to be marketed, generating greater public circulation at the site, and with the arrival of new customers, the need arose to add something that could accompany the wine, thus emerging the Portuguese influence, the biggest differential of Quinta do Olivardo.

Considered the Portuguese House of São Roque by the Gastrovia website, Mr. Olivardo inherited a book of Portuguese recipes from his wife's grandmother. Its menu started with the codfish cake, giving impetus to the other delicacies of the Portuguese restaurant such as Madeiran espetada (cubes of meat roasted in laurel branches), bolo de caco (typical bread from the island of Madeira, baked on a stone shard and in the stove), suckling pig and the traditional codfish, which are some of the famous dishes of Senhor Olivardo's restaurant, which brought typical Portuguese food of excellent quality to São Roque.

The entrepreneur sought to maintain Portuguese traditions such as the rustic atmosphere, typical Portuguese menu, in addition to traditional events such as the grape stomping, burial of the wine of the dead, São Martinho party, Madeiran espetada, Tasca do Galeto and the famous fado dance. Bringing great recognition to your business, being one of the biggest highlights on the wine route.

EXPERIENCE MARKETING AND THE QUINTA DO OLIVARDO RESTAURANT

Under the Experience Marketing and Neuromarketing strategy, Rafael D'Andrea, founder of TollBox™ and director of the Shopper Agency, seeks to prove how fundamental it is to provide a memorable experience at the point of sale, mapping the terrain and then defining the strategy.

In the first part of the elaboration of the experience strategy, it is necessary to bring

the knowledge of where the terrain is located. Quinta do Olivardo is located in a region with a great mountain climate, beautiful landscapes and hospitable people, São Roque has an excellent hotel infrastructure, good restaurants, ample commerce and the tastiest wines of the region. It becomes the ideal setting for those who want to venture into a gastronomic itinerary.

Second part, success is a matter of consumption and experience that comes from the successful communication of the Quinta do Olivardo restaurant and is fundamentally based on creating a kind of harmony with those who visit the establishment. This tuning is called “rapport”. When a gastronomic chef knows the taste of his audience, he is much more likely to please your taste buds. This works with multiple threads.

At Quinta do Olivardo, this connection comes through the great Portuguese and Italian domination in the city of São Roque due to the immigrants who covered the slopes of the hills with vineyards, installed their cellars and transformed the city into the famous “Land of Wine”. Today, the city is known for its wineries and with a very regional population, most of the inhabitants are descendants of European immigrants, who brought with them all the culture and tradition of their countries, transforming the city of São Roque into a small, but large, representative of Portuguese and Italian vineyards.

Mr. Olivardo is part of this population that keeps alive the traditions of their ancestors, using this to connect the whole city and prosper the name of São Roque for Brazil as a reference of food and European experience of the vineyards. You can recognize the establishment’s signature signature and its focus on reinforcing the city’s connection to traditions and promoting culture to visitors. They’ve had a clear target, and they connect to it at the point of sale on every neurological level

of the experience. Rafael D’Andrea explains Experience Marketing at five levels linked to the very way our brain was “designed” to act, applying it to the Quinta do Olivardo restaurant in general:

a. Environment

It’s the most instinctive of levels, whether we like an environment or not without even knowing why. In the case of the Quinta do Olivardo Restaurant, in addition to having refined cuisine and ample space for outdoor practices, the environment has rustic and traditional design. The mountain climate, the surrounding and exuberant nature, the vineyards, the cozy atmosphere and in the background a good fado compose the scenery that illustrate any landscape of Madeira Island, in Portugal.

The place is very beautiful [...] Quinta do Olivardo is one of those places that makes you want to come back again and again, which I intend to do soon!!!! It’s worth the trip!!!! (Patricia Cavazani, on the TripAdvisor website.)



Figure 2: ENVIRONMENT

Source: Instagram @quintadoolivardo, 2019



Figure 3 - ENVIRONMENT

Source: *Instagram @quintadoolivardo*, 2018

b. Behavior

It involves some emotions associated with the “love at first sight” effect. We simply feel good or bad depending on how we are received.

[...]the employees treat everyone very well. The owner, Mr. Olivardo, personally welcomes customers, always very attentive and friendly. [...] (Patrícia Cavazani, on the website: TripAdvisor.)

c. Beliefs and values

They reflect the way we were raised, educated, what we believe in. Beliefs show how people judge events. Italian and Portuguese immigrants covered the slopes of the hills with vineyards, installed their cellars, their various attractions and natural beauty, as well as historical and cultural, São Roque was transformed into a tourist resort. The planting of vineyards and wine production started by Italians and Portuguese, along with the introduction of wineries, turned São Roque into the “Land of Wine”, the city has a historical-cultural heritage. Olivardo works with the Portuguese regional characterization, in addition to using culture as a support in costumes, uniforms, musical style, crockery and cooking. This habit of living as a Portuguese passes from generation to generation.



Figure 4 - BELIEF AND VALUES

Source: *Instagram @quintadoolivardo*, 2021



Figure 5 - BELIEF AND VALUES

Source: *Instagram @quintadoolivardo*, 2021.

d. Beyond the identity

This is a type of experience that can be called “spiritual” because it involves the way we see ourselves and others in the world. A trip to one of the most traditional places in Portugal, Madeira Island, allows access to Portuguese customs, without the need for a long trip.



Figure 6 - BEYOND IDENTITY

Source: *Instagram* @quintadoolivardo, 2020



Figure 8 - BEYOND IDENTITY

Source: *Instagram* @quintadoolivardo, 2020
(official year of post)



Figure 7 - BEYOND IDENTITY

Source: *Instagram* @quintadoolivardo, 2020



Figure 9 - BEYOND IDENTITY

Source: *Instagram*: @quintadoolivardo, 2019

THE FIVE SENSES TO CREATE A MEMORABLE EXPERIENCE

Based on the Gofind website, on the use of the five senses, it refers to how this use can help in the quest to understand which are the sensory forms necessary to awaken need and desire, causing a sensation of well-being, pleasure and positivity. The senses are the doors, for experience marketing, it is through it that the customer feels all the emotions and has the necessary stimulus to venture out and

thus be immersed in all the sensations offered by the environment.

After all, it is from a really pleasant shopping journey, without information noise, meeting the expectations generated and maintaining a high level of interest in the product that satisfied customers and recurring purchases are achieved. (Cleison Dara; *GoFind.*)

TACT

It is the sense responsible for the perception of touch. When the visitor participates in the grape harvest, every action of feeling the fruit, cutting it gives the vine, putting it in the wine press and the touch of the feet to make the treading.

[...]In January, there is always *Pisa Uva*, which is a beautiful party, where we can participate in the grape harvest, in the mill [...]. (Valquíria; TripAdvisor.)

SMELL

As it is a restaurant, the aroma is something that dominates the place, at *Quinta do Olivardo* is no different, the account of a visitor makes this clear:

[...]Pastéis de Belém that come out hot from batches every 20 minutes on weekends. The scent perfumes the entire environment. It's worth visiting. Unmissable. (Bruno Santos; TripAdvisor.)

HEARING

The songs played at the Place help to harmonize the environment, with a regional Portuguese track, which covers both the internal and external environment.

[...]There was a show with an excellent singer who cheered us up a lot. [...] (Michelle; TripAdvisor.)

TASTE

With a gastronomy inspired by the traditional recipes of the Island of Madeira, on weekends, it has a small factory of custard tarts, in addition to a coffee passed in a cloth strainer, prepared in a wood stove. Finally, it serves snacks such as the traditional 'prego no pão', codfish pastel and other delicacies.

[...]The food is excellent and the price is very fair. We tried the *alheira*, codfish balls and the suckling pig. All fantastic. The house grape juice is delicious [...]. (Selma; TripAdvisor.)

VISION

Surrounded by nature and vineyards, the Place is welcoming and illustrates any landscape of Madeira Island, in Portugal.

All the senses can lead to emotions that have a very strong power to emotionally provoke individuals. The duo of smell and taste that are directly linked to affection. Food is affection, many people eat to feel happier or when they are depressed. Knowing how to explore this aspect very well using the 5 senses in an intelligent way to create an even more engaging environment for your consumers.

[...]The space has a playground for children and the landscape makes for beautiful photos! [...]. (Michelle; TripAdvisor.)

QUINTA DO OLIVARDO RESTAURANT AND TRIPADVISOR SITE REVIEWS

Quinta do Olivardo is located on the wine road in São Roque, a city in the interior of the state of São Paulo. The restaurant specializes in European, Portuguese and international cuisine, ideal for lunch, dinner, family outings and romantic encounters.

The property's rating on TripAdvisor is rated excellent on a scale of five ratings: awful,

bad, fair, very good, and excellent. With a total of 6,041 reviews, on this site the customer can evaluate the service, food, price and atmosphere with the same ratings. Of these points, only the price is classified as very good and the others were evaluated as excellent, in addition the restaurant is number one in the ranking of 10 international restaurants in São Roque and number two of 190 restaurants in São Roque.

Another important issue of TripAdvisor is that the customer, in addition to their evaluation, can add a Comment or opinion, telling about their experience at the establishment. We selected some reviews for a brief analysis of what are the feedbacks from customers who attend Quinta do Olivardo. Being selected two Comments of excellent category, one medium and two bad experiences.

EXCELLENT

Most of the evaluations of this classification are related to the quality of service, hospitality, the pleasant atmosphere and the food served in the restaurant, which is the great differential of Quinta do Olivardo, the Portuguese cuisine, which ends up being new for people who visit the route. of wine in São Roque. Many add photos of the reviews, commenting on the environment, and showing some of the pleasant walks, which are mostly done with family or young couples.

About 30 Comments made between November 2020 and May 2021 were analyzed. Of these, none is on the Quinta do Olivardo Answer, and it would be appropriate to thank the compliments and request for feedback such as: “Thank you for your evaluation! It is gratifying to know that your experience was excellent. We look forward to your return soon!”.

Title of the Comment	User	Place	Visit date	Comment
Amazing food and relaxing atmosphere	Bruna Ferrero	São Paulo	Abril de 2021	Extremely nice atmosphere, view with lots of green and spacious place. As for the restaurant, we ate a chef's style cod, extremely delicious (for those who like wet cod this is a good option). We also ate the codfish cake and the famous pastel, only praise, everything was wonderful. Pedro Grillo attended to us and was very courteous, friendly! We will definitely be back.
in constant evolution	Rogério	Cotia	November 2020	I've known the Place since its opening and since then, there's not a single time I come and there's nothing new!!! Attendants always very attentive, especially Ítalo who served us at the brewery. Totally recommended!!!

Table 1: EXCELLENT

Source: “Own elaboration”

REASONABLE

The reviews regarding the reasonable experience are mostly about the values of the restaurant's menu, many reviews punctuate "the food is good, but it is expensive".

20 reviews from February 2020 to January 2021 were analyzed. Among these only two reviews are Answers of the establishment, being them in the period of February 2020. Of these reviews, five Comments were

about the high prices, some customers even put the value consumed in the evaluation, referring to "Prices of salted cod". Three of these evaluations punctuate the very crowded place despite the pandemic, demonstrating a lack of commitment to established safety standards such as controlling people's capacity, measuring temperatures, mandatory use of masks and gel alcohol available.

Title of the Comment	User	Place	Visit date	Comment	Answer
Not following the rules against COVID-19	Not informed	Not informed	Abril de 2021	<p>"Very pleasant and beautiful atmosphere. The place itself is very beautiful, very green, very spacious and the staff are very kind, especially Ítalo. But, for those who are not a fan of cod, the other options are insufficient. I had a cookie of cod with cheese that wasn't very tasty, it didn't taste like cod, I just tasted the cheese. In addition, I ordered a plate of picanha as the main course. The meat was very tough, the meat and the side dishes came totally without salt and But the pastel de Belém is simply divine!!!</p> <p>I would even like to comment that for a 25% capacity restriction, the place was extremely full. I didn't see control of the amount of people who were entering and leaving, there was no temperature measurement and, the worst: many people without a mask or wearing the mask incorrectly. At no time did I see employees approaching customers for the correct use of the mask. In that regard, the location was very insufficient."</p>	
Good, but expensive	Elder	Ribeirão Preto	February 2020	<p>"Nice environment to meet, photograph, and enjoy a little bit of the day. If the goal is to eat well, regardless of the price, maybe this is a good place. But if you're looking for a place with good food and a fair price, I don't recommend it. In summary, for those who are adept at gastronomic tourism, it is worth it. For those who prefer to spend more on the tour and food, it is not worth it".</p>	<p>Marketing in Quinta do Olivardo replied on Feb 28, 2020: "Hello Elder, how are you? Thank you for taking a tour of our Quinta, rating and commenting. We look forward to your next visit! Hugs, Quinta do Olivardo Communications Team".</p>

Table 2: REASONABLE

Source: "Own elaboration"

HORRIBLE

Low-scoring reviews are mostly about some failure in service. With a total of 39 reviews, 12 of the 20 reviews analyzed relate to lack of organization, overcrowding and problems with parking cars, in some cases even causing

collisions. The other comments are divided between complaints of abusive prices, loss of expectations regarding the atmosphere and quality of the food and disappointments with the service.

Comment title	User	Place	Visit date	Comment	Answer
It doesn't pay off!	Fernanda	São Paulo	February 2020	"If you don't want to be nervous and you're not prepared for a confusing service, lots of lines and lots of people, don't go. The price is salty. If you don't pay attention between the lines of the beautiful photos of the dishes scattered around the place, you will enter a restaurant and order a food that is only available on the other side. A bread with sausage and a pastel take 40 minutes longer to be served - this the waiter already warns at the table, discouraging you from the tour and frustrating your appetite. If you're willing to enjoy the tables outside, it's worth standing in line to eat the codfish cake, but you need to be willing. Having lunch is asking to spoil the day. And it's the second time I come and I have the same problems, I thought it was a punctual day, but it's the habit. Too much advertising... not very effective".	Marketing at Quinta do Olivardo, responded to this review, responded February 28, 2020 "Hello Fernanda, We regret that you did not have a satisfactory experience at our establishment.. We work hard with the aim of offering the best stay for those who visit us. On days like weekends and holidays we have a large number of people in our Quinta, but the way we serve and the dishes never lose quality, despite the delay. We appreciate your feedback, so we can improve our service and services. Thanks! Communication TeamQuinta do Olivardo".
Bad experience.	Cristina.	Santana de Parnaíba	Abril de 2017	"We went to Estrada do Vinho on Sunday 30/04 and decided to have lunch at Quinta do Olivardo. Bad experience. To get there by car, everything was locked, the guys who help traffic on the parking road couldn't help the drivers; bad signage for where to enter, park... anyway. A huge line to wait for a table. If you decide to eat the snacks that come in bulk outside, but with disorganization: one line just for the barbecue, another for the pastel de Belém, another for the drink. Result: the customer who is screwed wasting time in that mess. A pity, the place is beautiful, the food must be great, but the bad management doesn't help".	Jefferson R, Guest Relations Manager at Quinta do Olivardo, responded to this review, June 26, 2017 "Hello Christina. We always seek excellence in service and in the organization of our customer reception. We are sorry for your negative experience, and we hope to welcome you again soon to try our famous cuisine. Thanks".

Table 3: HORRIBLE

Source: "Own elaboration"

COMMENTS AND CONSIDERATIONS

This article addresses a case study on the experience marketing of the Quinta do Olivardo restaurant in São Roque. In this work, the main intention of its authors was to study the marketing of experience in the Portuguese cultural context in São Roque, through the Quinta do Olivardo restaurant on the 9th step of the grape that took place in February 2020.

For this project, research was carried out regarding the history of the city in question, São Roque, and its customs and culture linked to the famous Wine Route, many of which come from a Portuguese heritage, in addition to the notions of hospitality that were also studied, along with offers tourist attractions, Olivardo Saqui himself and his experiences and evaluations.

Its focus is especially on promotion, one of the four P's of marketing which, according to Kotler (1998) is intended to communicate the product attributes that persuade customers to purchase it. After a detailed analysis, it is concluded that in terms of the environment and the product offered (food and beverages), most of the customers evaluate it as an excellent experience. In terms of price, the average of comments shows some dissatisfaction with the values. Regarding the organization of the environment and employees, it is evaluated as reasonable in determining several complaints containing complaints about the experience with service or parking and Covid-19 protocols due to its uncontrolled capacity, causing consequent delay.

The emotional value and sentimental appeal of the party participants is always very much appreciated with photos and positive comments.

A better experience would be given if there was a better organization of its environment and employees, thus bringing greater added

value to food, which for the most part are always praised, thus reducing complaints about prices. Greater respect for the well-being and health of its customers is also recommended, respecting the WHO norms and rules in relation to the coronavirus. To ensure a greater number of consumer returns, a response would be appropriate as feedback from the comments and photos posted telling the experience of each one at Quinta do Olivardo.

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