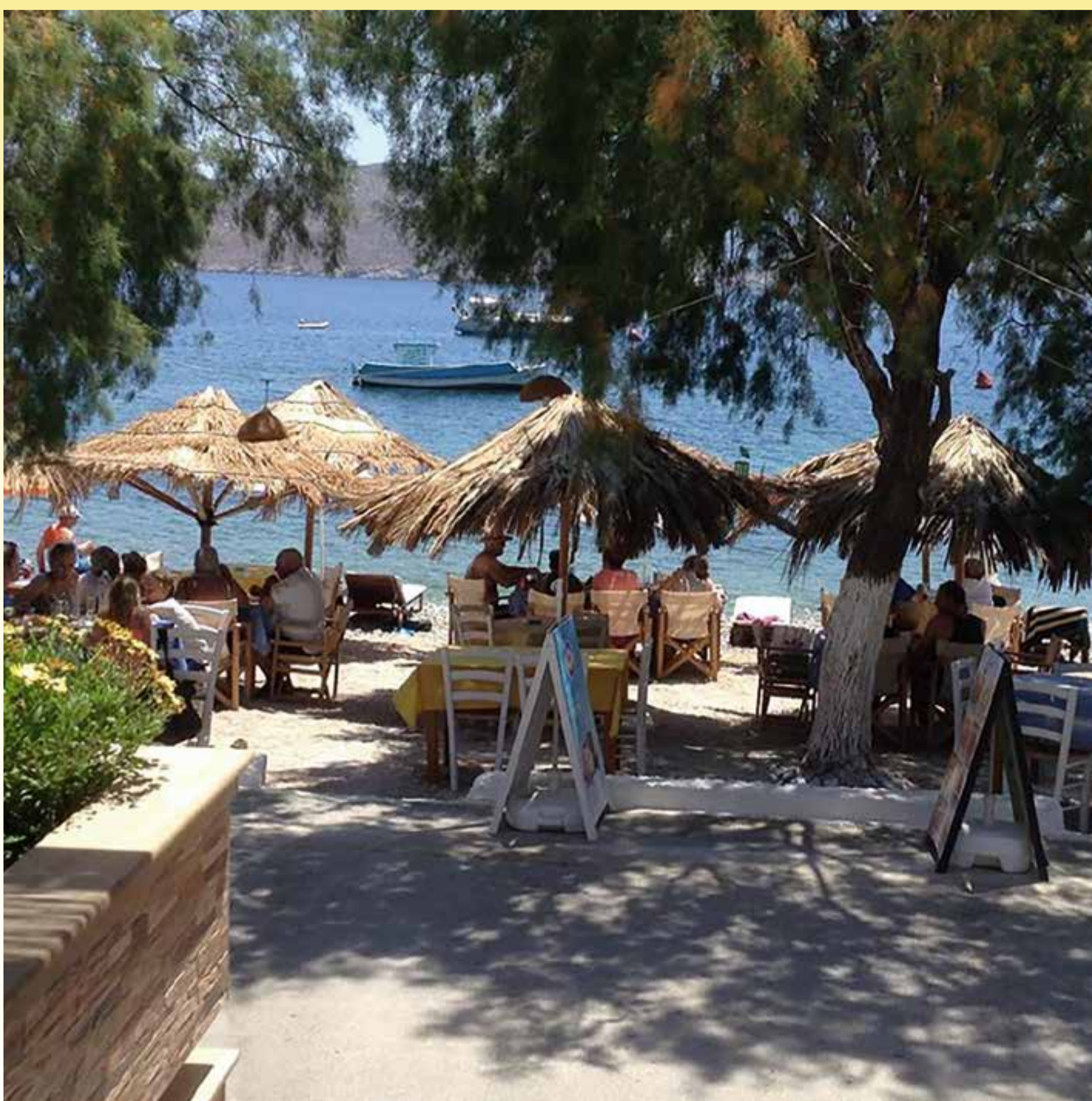


Diversifying into the restaurant business



Fisherman's Restaurant

A small-scale Greek fisherman set up a restaurant to complement his revenue during the summer months and serve his freshly caught fish.

The summer months are generally a period of reduced fishing and low income for local fishermen. Kostas Pizanias therefore decided to seize an opportunity by seeking support from Axis 4 to develop a new activity to complement his fishing income during the summer. He developed a seafront building he owned in the small fishing village of Emporeios into a fully equipped seafood restaurant, following this up with a series of promotional and advertising activities. His restaurant is now employing him and 2 employees over the summer and allowing Kostas to sell his reduced summer catch fish directly to diners in the restaurant, while offering sea views and the touch of the waves.

DODECANESE FLAG, GREECE

RESULTS (AFTER 12 MONTHS):

- > New "0 km" restaurant and economic activity created
- > 35% increase in annual revenue (70% increase during summer months)
- > 3 seasonal jobs created

SUCCESS FACTORS:

- > FLAG support & encouragement
- > Willingness of the fisher to diversify his activities

TOTAL PROJECT COST: €60 941

- > EFF Axis 4: €26 327
- > National / Regional co-financing: €10 238.16
- > Other/ Private: €24 376.57

Project promoter

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