

Smith Hill Consulting Group: Bodega on Smith

Katie Bomleny, Anya Floru, Sarah Lapus, Danny Kiley



Social Media Presence

We focused on enhancing Bodega on Smith's social media presence by launching and growing their TikTok account to increase brand visibility and engagement. Through consistent content

creation and trend-based strategies, the page has continued to grow and reach a wider audience. This effort has laid the foundation for a stronger digital presence and future marketing initiatives.



Purpose

As a part of the Smith Hill Consulting Group, we're working closely with Bodega On Smith and its three main aspects: the deli, catering, and the speakeasy. Our current focuses are boosting their social media presence, revamping the menus, and assisting in catering outreach. As a team our ultimate goal is to expand Bodega's business and foster deeper community engagement across Providence.

Catering Outreach

In order to expand customer base, we reached out to clubs and organizations on campus and businesses within the Providence Community. We connected with Learfield, a company that is responsible for advertising local businesses through Providence College athletics and at the AMP.

Menu Redesign

Our focus was to give the catering and deli menus a more visually appealing layout with updated menu items. We matched the menus with the Bodega's website in order to give a cohesive look.

COLD SANDWICHES	SANDWICHES	HOT SANDWICHE	ł
IN TALIAN EIS	ORILLED CHICKEN CAESAR WRAP	12 CHICKEN PARMELAN	
Prosolutin, soppressota, copicola, solarrel, provolore, red onion, tornata, lettuce, pepperandini, balkamic vinegas, herb all an a local talian torpedo rail	Orilled chicken, red onion, nomcine, and parmesan, on your choice of erop. * optional - add gartie & herb coutons	Our house mode chicken cutlets, homemode italia shreaded mostorella on an italian torpedo roll topp	
Index keyedo nël • Kenny's wey - odd roosted peppers, ille moyo and soit and vinegar chips +\$2	AMERICAN TUNA FIEM SANDWICH Quality white tuna, mayo, lettuce, tomato on your choice of toesol	512 • FADE IT OUT odd Proscilutio, heeh mozz, pirk vor +54	Re:
TURKEY PESTO E14		MEATBALL PARMELAN	
Oven gold furley, providing, lettucia, tomotio, hot red pepper spread; peeto, herb oil on our sliced sourdough	CHECKTH SALAD SANDWICH Our inhouse mode chicken saled, with lettuce, tomato, on yo choice of taread	E14 Our house-made beet & park meatballs, hometria grovy, shredded mazarellu on an italian torpedo r with parmeson cheese.	
BODEDA ROALT BEEF EL- London broil room beef. Swise cheese, crucula, tornota, construeiland	ROMAN TURKEY TORPEDO	115 EAUSAGE AND PEPTER SANDWICH	
onion, resemany mustard, and horseradish aial, on sloed multigrain	Oven gold turkey, bullato mazarella, roosted red peppers,	Sweet Itolian Sousage, with soutlied poppers and a	-
PARMA PROSCRUTTO (OUR WAY) SIE	lettuce, and red onion on an Italian tarpedo w/ mayo	Italian torpedo roll topped with parmeson	
Prosokutto di Pormo, roosted red peppers, anugula, fresh mozzarella,		14 CUEANO BODEGA	
and balsamic glaze an homemade locacito bread	Choose between, chicken cutlet, grilled chicken, or vegan cut w/ lettuce, tomoto, buffalo souce, and blue cheese chessing.	fet silced park tenderiain, sliced horn, yellow mustord, cheese, and picities, on a pressed clobatto	1
THE AMERICAN EL4		HOT BOAST BEEF SANDWICH	
Oven gold turkey, honey hom, American cheese, lettuce tomato, onlon w/ your chalce of mayo, mustard, and or dressing on an italian . torpedia roll.		HOT ROADT BEEF BANDWICH Not London broil roost beet, coronnelland onions, Sv cheddor cheese, honeradish doll on a toasted too	
OVE ME & HAM SANDWICH S14	SOUP & SALADS		
OVE ME A HAM SANDWICH 514 Honey hom, lettuce, tomoto, Swiss cheese, and velicer mustard on	JUOP & SHERES	CHICKEN & BLAR	
alloed sourdough		\$10. Tour choice of chicken cutiet, grilled chicken, or ver	
CLASSIC TURKEY SANDWICH	Romaine lettuce, tomotoes, cucumbers, red anior, with your choice of dressing	w/ troacoli rabe and your choice of cheese on a la rail	8
Oven gold turkey, choice of cheese, lettuce, tornato, onion, with your	crisca or creasing		
choice of mayo, mustard and or dressing an your choice of bread	CHICKEN SOUP	15 CHOPTED CHEESE	
CLASSIC ROAST MET	CAITAR SALAD	feasaned Ground liver (Chapped up/), Cheddar C \$12 Lettuce, Tampto, Bodeao souce, served on a press	ŝ
London broil roast beet, choice of cheese, lettuce, tomoto, onion with	Romaine lettuce, parmesan cheese, croutons with Coesar		I
your choice of mayo, mustard, and or desising an your choice of bread	deeping	VEGAN CHICKEN PARMESAN Our way based chicken curlet, benierinde Italian	
		weights meetared a on our tables torpeda rel	
BLT. \$14 Bacon, lettuce, tamata, and movo an your choice of sliced bread	Ramaine lettuce, grilled chicken, bacon, bolled egg, provoion cheese, tomatoes, red anion, w/ your choice of dressing	CLASSIC OWILLID CHITSE	
		white American chaese on your choice of sliced b	ł
YEONN BLT. ED		\$10	
	Romaine lettuce, tornato, cucumber, chickpeo, kolornato alle teta, red anion, w/ Greek dressing	INC. BUILD YOUR OWN CHICKEN SANDWICH Choose between brilled or Cutlet	
VEGETARIAN MEDITERRANEAN WRAP \$14	*DRESSINGS FRET FREE - EXTER +5 Italian, Ratiomic, Ranch, Greek, House herbed alive all and		
	vinegor		
RHOOT VEDAN SI4	*ADDITIONS (402)		
Hom-Royared Totu, vogan del sticed cheese, temañs, aviguto, vedar chipade mave, vellae mustant en sliced multigrate	GRELED CHICKEN / CHICKEN GUTLET / VEGAN CHICKEN AMERICAN TUNA +54		
and the second se	100 A TENT OF ANY 2 MANY THE OTHER THE ST		