



### Background of business

Keighley friends Nick James and his business partner Nick Ridisi are of Italian descent. They both attended Dixons Community College and share a passion for Italian food and wines. While working together at an Italian restaurant in Tong they agreed that they would like to open a restaurant of their own. So when they heard that an Italian restaurant in East

Parade, Keighley, was up for sale they decided it was a chance not to be missed. In September 2008 they opened the Amici Ristorante & Pizzeria, with support from two highly experienced chefs originally from Sicily and Sardinia.

### Support journey

As they both live in the Keighley area and planned to launch their business in the town the founders accessed the Kickstart programme by contacting Airedale Enterprise Services. They are full of praise for the support they received and continue to receive - from Charles Kitchen, a Kickstart Business Growth Adviser based in Keighley. He advised them on every aspect of building a successful restaurant business, from the menu and wine list through to the quality of the customer experience. He even advised them on how to emphasise the Italian feel of Amici, which for an English adviser was impressive!

### Where are they now?

Despite the economic downturn the restaurant's turnover is steadily improving. Even in recessions many people continue to eat out and by offering authentic Italian food at sensible prices Amici is building a strong customer base. Recommendation by satisfied diners is bringing new people into the restaurant and on a Saturday evening just before Christmas 2008 Amici was fully booked for the first time. happily on Nick James's 30<sup>th</sup> birthday.

**Background Information.**

Client Names: Nick James and Nick Ridisi

Ward in which trading or resident: Keighley

Business Name: Amici Ristorante & Pizzeria

Business address: 105-107 East Parade, Keighley, BD21 5HU

Telephone: (01535) 610699

Email: [info@amici.uk.com](mailto:info@amici.uk.com)