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How the First Mile tactics led to

MORE GUESTS ORDERING LOCAL DISHES AT RESTAURANT LAJNAR



LOCAL DISHES HIGHLIGHTED



LOKALNO – jedi s sestavinami iz naše bližine, pridelanimi z mislijo na naravo in podporo lokalnim kmetijem.

Jedi z oznako »Lokalno« so sestavljene iz sestavin naših lokalnih kmetij in ponudnikov, pridelane z ljubeznijo do narave in tradicije. Kratke dobavne verige ohranjajo izbrane okuse sestavin in bogatijo vaše kulinarčno doživetje.

▶ **LOCAL** – dishes prepared with ingredients sourced from our nearby region, cultivated with respect for nature and in support of local farms.

Dishes marked as "Local" are made with ingredients from our nearby farms and producers, grown with love for nature and tradition. Short supply chains preserve the distinct flavors of the ingredients and enrich your culinary experience.

TRADICIONALNO – pristne jedi, ki ohranjajo okus časa in domače kuhinje.

Jedi z oznako »Tradicionalno« so poklon okusom, ki so jih v naših krajih ustvarjale generacije – s preprostimi sestavinami, veliko ljubezni in spoštovanjem do kulturne in kulinarčne dediščine.

▶ **TRADITIONAL** – authentic dishes that preserve the flavor of time and the essence of homemade cuisine.

Dishes marked as "Traditional" are a tribute to the flavors crafted by generations in our region – made with simple ingredients, lots of love, and deep respect for our cultural and culinary heritage.

VEGANSKO – jedi, ustvarjene brez sestavin živalskega izvora, a polne življenja, barv in okusa.

Jedi z oznako »Vegansko« so popolnoma rastlinskega izvora – brez mesa, mleka, jajc ali drugih živalskih sestavin, a polne okusa, svežine in ustvarjalnosti.

▶ **VEGAN** – dishes made without any animal-derived ingredients, yet full of life, color, and flavor.

Dishes marked as "Vegan" are entirely plant-based – free from meat, dairy, eggs, or any other animal-derived ingredients, yet full of flavor, freshness, and creativity.

Naj vam oznake pomagajo odkriti tisto, kar vam bo najbolj teknilo – z našo skrbjo in spoštovanjem do tradicije, okolja in vaših želja.

Let the symbols guide you to what will delight your taste the most – prepared with our care and respect for tradition, the environment, and your preferences.

HLADNE JEDI / COLD STARTERS

GOVEJI KARPACČO, sveža solata, staran sir, reduciran balzamični kis, gorčica
Beef carpaccio, fresh lettuce, aged cheese, balsamic glaze, mustard

▶ **SUNI TROJČEK**: bohinjske mesnine, divjačinska salama, izbor različnih sirov, domača palača
Cured trio: Bohinj meats, venison salami, varied cheeses, homemade spread

▶ **TELEČJA PAŠTETA** s tartufi, višnjeva marmelada, brioi, maslo
Calf spread with truffles, sour cherry marmalade, brioche, butter

▶ **TATAR BOHINJSKE POSTRVI** ribogojnice Zupan, med, zeleno jabolko, pesa, koromač
Tartar of Bohinj Trout from the Zupan fish farm, honey, green apple, beetroot, fennel

▶ **SIROVA PLOŠČA**
Izbor sirov s kmetij Gartner (Bohinj) in Pustotnik (Poljanska dolina), hitna marmelada
Cheese Platter
selection of different cheeses from Gartner (Bohinj) and Pustotnik (Poljanska valley) farm, honey

JUHE in ENOLONČNICE / SOUPS AND STEWS

GOVEJA JUHA z rezanci / **Beef soup** with noodles

▶ **JUHA Z JURČKI** in ajdovo kašo / **Porcini** soup with buckwheat porridge

ZELENJAVNA JUHA / **Vegetable soup**

▶ **RIČET** brez/z mesom ali klobaso
Barley stew without/with meat or sausage

▶ **JOTA** brez / z mesom ali klobaso
Istrian cabbage stew without/with meat or sausage

▶ **TELEČJA OBARA** / z španci
Veal stew / with španci (buckwheat mush)

▶ **DIVJAČINSKI GOLAZ** s štruklji
Venison goulash with potato štrukelj (rolled dumpling)

TOPLE PREDJEDI / WARM STARTERS

SVEŽE TESTENINE po kraško / z bolonjsko omako
Fresh pasta Karst or bolognese style

▶ **NJOKI S ŠPINAČO** in hladno dimljeno postrvjo
Potato gnocchi with cold smoked trout, spinach

▶ **IDRIJSKI ŽLIKROFI** z bakalico in medeno zelenjavo
Idrija žlikrofi with bakalica (mutton stew) and honey glazed vegetables

FINE REZANCI s črnimi tartufi
Fine noodles with black truffles

▶ **AJDOVA KAŠA Z JURČKI**, brusnice, rdeča pesa, jabolko
Buckwheat porridge with porcini, cranberries, beetroot, apple




Restaurant Lajnar **redesigned their menu to make local and traditional dishes easier to spot.** They introduced new symbols aligned with their visual identity, adjusted the layout and added highlights, subtly guiding guests toward local choices. As a result, **the share of local dishes sold increased by 3.5%** after the first measurement.



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LOCAL FOOD MADE TEMPTING

OUR SUMMER LOCAL FAVORITES

BUCKWHEAT PORRIDGE porcini cranberries beetroot apple	BEEF TAGLIATA arugula salad mustard sauce cherry tomatoes aged cheese potatoes vegetables	SLATNIK SALAD mixed green salad grilled white cheese balsamic dressing roasted vegetables
		
<p>A warm and aromatic dish made from locally grown buckwheat groats, enriched with wild porcini mushrooms, red beet, juicy apples, and tangy cranberries. A taste of nature in every bite.</p> <p>13,90 (1)</p> <p>▲▲</p>	<p>Juicy slices of locally sourced beef served on a bed of fresh arugula, with mustard sauce, cherry tomatoes, aged cheese, and a side of roasted potatoes and vegetables. A perfect harmony of flavors.</p> <p>23,00 (7, 10)</p> <p>▲</p>	<p>A mix of fresh baby greens with grilled young cheese from a nearby farm, balsamic dressing, and colorful roasted vegetables. A light and delicious choice for a genuine mountain meal.</p> <p>11,50 (7, 10, 12)</p> <p>▲</p>

Our Local Food Producers and Suppliers

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PODOBNIK Butchery – The Taste of Tradition from the Cerkno Hills
In the village of Čeplez near Cerkno, since 1993, top-quality fresh and cured meat products have been carefully prepared by a family business rooted in traditional butchery and local flavors.

ZUPAN Fish Farm – A Family Fishery with Soul
Nestled in nature in Nomenj near Bohinjsko Bistrica, this small family-run fish farm raises native lake trout and Arctic char. Their dedication to nature and tradition is reflected in the superb quality of their products.

PUSTOTNIK Farm – Masters of Slovenian Cheese
For over 35 years, the first private cheese dairy in Slovenia has been crafting over 60 types of cheeses and dairy products from three kinds of milk in Gorenja vas. All made using traditional recipes, without artificial additives.

GARTNER Tourist Farm – The Taste of Bohinj Tradition
In the heart of Triglav National Park, the farm has been producing Bohinj cheese and homemade goods for over 20 years. In the summer, they move with their animals to the alpine pasture Planina v Lazu, where cheese is still made by hand, the traditional way.

BOHINJSKE MESNINE / Meat Products – Authentic Flavor from Gorenjska
Hand-crafted meat products made from Gorenjska beef and smoked over beechwood. Gluten-free, lactose-free, and made with minimal additives – offering a truly authentic taste.

JANEZ LEBEN – Homemade Buckwheat Groats from Duplices
Grown beneath the Karavanki mountains, Janez Leben's buckwheat is transformed with care into delicious, natural groats – pure, local quality, rooted in tradition.

* We also collaborate with a number of small nearby farms, including: Košenija Farm (Novaki), Kejžar Farm and Trojar Farm (both from Sorica). Thanks to them, our menu is enriched year-round with fresh, seasonal, and local ingredients.

To better reach guests unfamiliar with local cuisine, they created a flyer recommending three local dishes. Each dish was described in a more appealing and detailed way, while the other side of the flyer presented their local suppliers.

This additional storytelling led to sales increase ranging from 2% to 15% for the three featured dishes.



IMPACT & INSIGHTS

Both the menu redesign and the flyer **boosted sales of local dishes and improved the guest experience**, contributing to higher satisfaction. Even so, the changes had **less effect on local guests, for whom price remains the main deciding factor** when ordering food.



MEET RESTAURANT LAJNAR

A cosy alpine restaurant and guesthouse,



located in Sorica, Slovenia.



More at soriska-planina.si/penzion-lajnar



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