

**MAIN RESULTS**

In the last decade, the gastronomic sector has had an important growth in Colombia; this has been accompanied by the arrival of international companies with new formats that have put pressure on the improvement of local supply, generating a greater grade of sophistication of consumer.

It is calculated that for our country the restaurant activity, which is joined with hotels, provides around 3,6% of GDP, percentage that in the case of Santander reached 1,7% in Dane measuring in 2014.

The Chamber of Commerce of Bucaramanga reports 4.811 enterprises dedicated to restaurants activity in the metropolitan area in a very high impact on micro companies.

Regarding entrepreneurship, this has been very active with more than 11 thousand new businesses in the last 10 years, which contributed around of 51 thousand million of pesos in assets to the local economy. Moreover, 150 were classified in the category of small and medium size companies. Figures also show that it is an activity where the incoming and outgoing of businesses register a high rate of renovation.

**Notes:**

-**Top 5:** There were analyzed 5 enterprises with the highest value of their sale in 2015, according to the following categories:

**Fast food:** Short menu and fast preparation, the client takes its order to the table and affordable prices.

**Luxury:** Well-known chef in charge of the kitchen, prices is higher than in an average restaurant, high-quality cooking and visual attractive portions.

**Casual:** Fast food but with better quality, higher prices than in conventional fast food restaurants. In this category, there were taken sales from 2014 of an enterprise, due to the importance of this value to the sector.

**Restaurant Bar:** Food with average price in an informal environment, additionally the menu offers cocktails, wine and liquors.

**-Consumption of food outside home:** Analysis was carried out with constant prices in 2015. Realizaron los análisis a precios constantes de 2015.

**Source:**

Mercantile Registry CCB- RADDAR

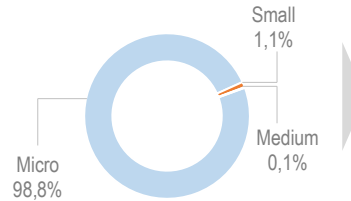
**Active Companies**

**Active Companies in BMA**

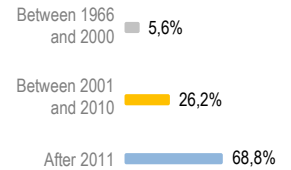
**4.811**

Enterprises

**Sizes**



**Years in business**



**Entrepreneurship**

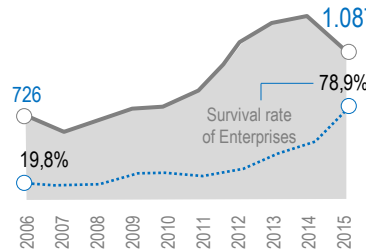
**New enterprises in the last 10 years**

**11.473**

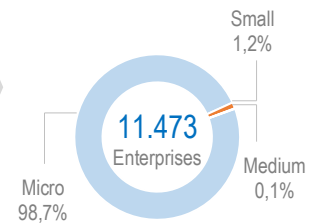
Enterprises

**51**  
thousand million  
Assets

**New enterprises**



**Sizes**



**Performance of the Top 5**

**Fast food**

Sales **26**  
Thousand million

Growth 2015/2014 **10,6%**

Average age **7** years

**Casual**

Sales **25**  
Thousand million

Growth 2015/2014 **25,1%**

Average age **8** years

**Luxury**

Sales **17**  
Thousand million

Growth 2015/2014 **19,4%**

Average age **8** years

**Restaurant and bar**

Sales **6**  
Thousand million

Growth 2015/2014 **15,8%**

Average age **18** years

**Food consumption outside home**

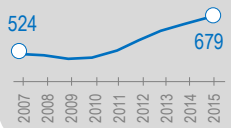
**Total consumption**

**\*679**

Thousand million

10,6%  
Average growth

**1,3**  
Million



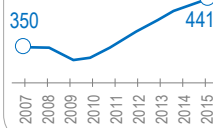
**In restaurant**

**\*441**

Thousand million

2,9%  
Average growth

**835**  
Thousand



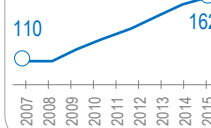
**Fast food**

**\*162**

Thousand million

4,9%  
Average growth

**307**  
Thousand



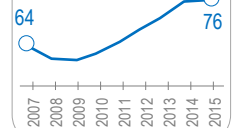
**Other food**

**\*76**

Thousand million

2,2%  
Average growth

**143**  
Thousand



\*Figures in current pesos year 2015  
Average annual growth 2007/2015