

# Google AI is helping Familia Fine Foods reach more customers, expand their business & build their community.



“We had limited online visibility and struggled to reach new customers and measure impact. Google Business Profile boosted local visibility, and Google’s training provided the tools and knowledge for digital growth.”

Santiago,  
Marketing Manager

## The Challenge

How do you share the flavours and warmth of a Colombian family kitchen in an increasingly digital world? For family-owned restaurants & catering like Familia Fine Foods, staying competitive in the tap-to-order era is a growing challenge. Based in the GTA, this Colombian restaurant has been serving family recipes since 2018 and has grown a loyal following in their local community. However, without a stronger online presence, it was at risk of being overshadowed by larger chain restaurants.

## Solution & Partner

To drive growth while managing costs, Familia turned to Google's AI-powered ads. They implemented Google Ads with Smart Bidding. These smarter, AI-powered ads helped them reach new customers and re-engage their existing customers at a lower cost.

## Impact

With the help of Google's AI-powered ads, Familia Fine Foods successfully expanded their business. They drove more leads to key offerings, including a 20% increase in direct inquiries into their Taco Bar catering, grew their brand and introduced their Colombian flavours to a wider customer base.

