



TRE MARI

ITALIAN BAKERY
SINCE 1960

Italian Bakery Online Shop Case Study

Case Study Outline

Challenges

Tre Mari Bakery is a family-owned Italian bakery located in Toronto. Their goal for their online shop was to increase revenue, with a focus on orders for pickup and very local delivery (within 3.5km of the bakery) due to their current delivery capacity.

The bakery was interested in both generating new revenue from the online shop, and transferring revenue from phone orders to the online shop, to save labour.

Solutions

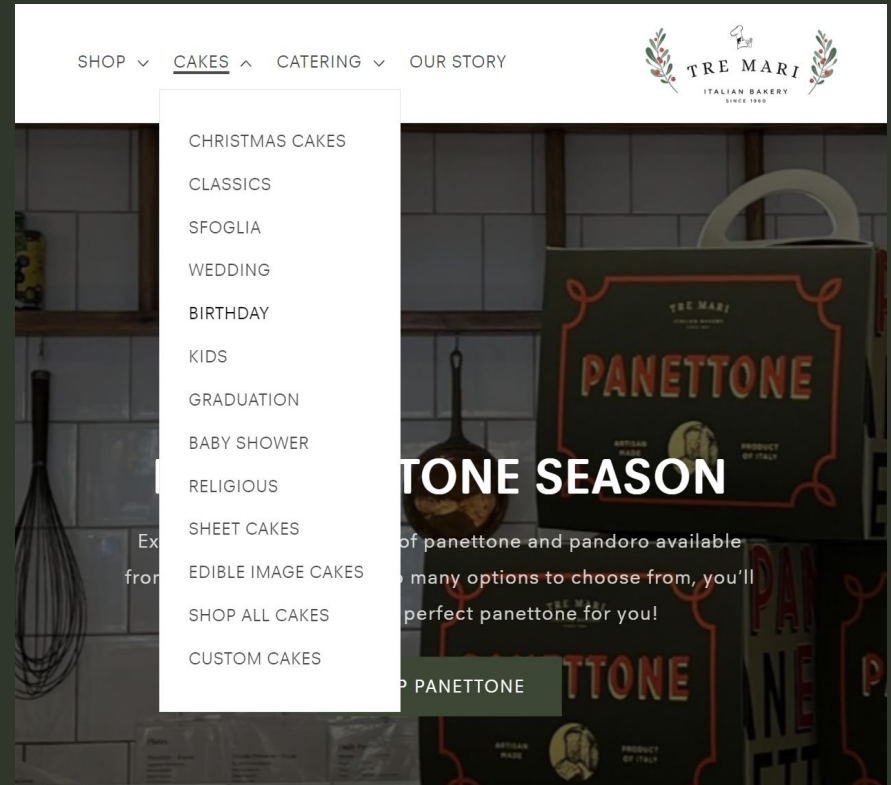
- Data-driven product categorization to allow customers to more easily find products they want to buy
- Use of 3rd party apps and custom code to address challenges that are unique to selling cakes and food on Shopify
- SEO optimization, email campaigns, and social media ads to increase high-quality traffic
- Communication with social media and fulfillment teams to achieve results

Data-Driven Product Categorization

The bakery's website was recreated using a Shopify 2.0 theme (Dawn 11) to allow the use of filtering by metafields. Product metafields were then created and set using Shopify bulk updates and GraphQL.

Since the bakery's cakes and catering collections account for over 95% of online sales, these sections were pulled out to the top level of navigation, for easier access.

Required Skills: HTML, CSS, JavaScript, Python Pandas, Google Sheets, GraphQL

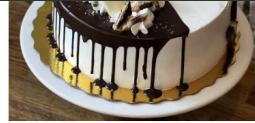


Use of 3rd-Party Apps and Custom Code

The bakery has two factors that set it apart from typical Shopify stores: prepared food sales and very local delivery. Third-party apps, like Zapier Pickup and Delivery and Infinite Options, were used to address these challenges.

Custom code was used to address several challenges, including: adding metafield data to order forms, adding infinite scroll to collection pages, altering the style of third-party apps to make them blend in with the store's theme.

Required Skills: HTML, CSS, JavaScript



Diplomatico Cake - Round
From \$44.00 CAD



Diplomatico Cake - Square
From \$44.00 CAD



Nocciola (Hazelnut) Cake
From \$44.00 CAD



Lemon Custard Cake
From \$32.00 CAD



Cheesecake
From \$33.00 CAD



Strawberry Delight
From \$37.00 CAD



SEO, Email Campaigns and Social Media Ads

SEO was achieved by adding relevant product and collection page copy (most of which was AI-generated), adding image ALT tags, and merging the bakery's two existing websites into one website, hosted on Shopify.

Results from Google Ad vs. Meta Ads Manager were compared to find that the bakery's ad budget is best spent on Instagram and Facebook Ads—which take advantage of the bakery's strong social media following.

Required Skills: Meta Ads Manager, Google Ads, Google Analytics, Shopify Email, HTML

About 63,900,000 results (0.33 seconds)



Tre Mari Bakery

<https://www.tremari.ca>

Tre Mari Bakery

For over 60 years, **Tre Mari** Bakery has been a proud part of Toronto's Corso Italia community on St. Clair West. We are a family business that caters to all ...

Cakes

At Tre Mari Bakery, we make a wide variety of cakes prepared ...

Pastries & Cookies

At Tre Mari Bakery, we have a wide variety of authentic Italian ...

Catering

At Tre Mari Bakery, we make authentic Italian food. Some of ...

Shop by collection

For over 60 years, Tre Mari Bakery has been a proud part of ...

[More results from tremari.ca »](#)



Instagram · tremaribakery

21K+ followers

Tre Mari Bakery (@tremaribakery)

Brothers+Mom run an Italian bakery in T.O opened in 1960 by our . **Tre Mari**, 3 Seas bakery, is owned by the 3rd gen. Open M—S 7am-7pm & Sun 7am-6pm.

Results Achieved Through Teamwork and Communication

Strong communication with bakery management and kitchen staff ensured that the fulfillment process was as streamlined as possible.

Year-over-year online revenue doubled during my time at the bakery—even with the bakery closing online orders one week before Christmas 2023, due to concerns over production and delivery capacity.

Required Skills: Communication, Teamwork, Project Management



Links

Bakery website:

<https://www.tremari.ca>

My portfolio:

<https://stephensavoia.github.io/>

My LinkedIn:

<https://ca.linkedin.com/in/stephensavoia>

