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Italians Reject Staged Dining, Survey Finds

Birra Moretti Seizes on a Shift Toward Simpler Meals and More Informal Tables

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A new survey commissioned by Birra Moretti suggests that Italians are pushing back against dining that feels overly staged, elaborate or designed for social media, and are instead gravitating toward simpler meals and more informal settings. The study, conducted by AstraRicerche, found that 94% of Italians believe the most authentic moments happen around an informal table, with friends, simple food and a shared

beer. It also found that 91.8% say the best stories arise spontaneously.

The findings are the basis for “Mangiare come piace a noi,” a new communications platform from Birra Moretti, the beer brand founded in Udine in 1859 and now sold widely in Italy and abroad. The campaign is meant to highlight what the company describes as the value of conviviality and the Italian table, where food and beer meet in a setting that feels natural rather than polished.

The survey points to a clear preference for less performance and more substance. Nearly half of respondents, 49.2%, said they choose places where they feel comfortable, while 45.4% prefer simple and authentic environments when eating out. In terms of food itself, 42.5% said they favor genuine, recognizable dishes, compared with 25.2% who prefer more elaborate offerings. Another 40.7% said they feel less spontaneous when a meal becomes too complex.

Beer remains closely tied to that sense of ease, according to the survey. For 86.6% of Italians, drinking beer helps create a more relaxed and informal atmosphere. For 90%, it represents the essence of simple shared moments, and 87% said it brings spontaneity to gatherings with friends.

The campaign uses a playful contrast between “less” and “more” to underline the message, with phrases such as “less tasting plates, more bucatini” and “less gourmet, more crocchè.” The brand says the spot is meant to reflect a direct style that leaves room for everyday pleasures rather than culinary excess.