



Custom built [Aqua Bar project](#) by [KE-ZU](#)

12. The colour psychology

[Niccolo Borgonovo of Protech Hospitality](#) also shares a great business plan tip on using colours in a restaurant.

Colours play an important role in [generating a hospitable environment in cafés or restaurants](#). The colour that is rarely seen in cafes is blue and the reason behind that lies in its ability to distract one's mind away from food. On the other hand, colours like orange, red and green stimulate the appetite and increase cravings. This is why the right colour combination will not only help you maximise hospitability but will also generate customer satisfaction.



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