



**EASY BEER**



# OUR VISION

Our vision is to have **EASY WINE** and **EASY BEER** bar/restaurants and outlets throughout Europe. We are building a trusted brand with consistent quality in every bar/restaurant. No matter where a guest sees an **EASY WINE** or **EASY BEER** bar/restaurant they know what to expect – good drinks, good food, fun, relaxed atmosphere, good customer service and reasonable prices.

We are passionate about this vision. Before opening the first **EASY WINE** and **EASY BEER** bar/restaurants in Riga, Latvia we spent 2 years working on every detail of the concept and execution. We conducted extensive market and technology research. We gathered a world class team to advise and to create the **EASY WINE** and **EASY BEER** brands and bar/restaurants. Every detail has been thoroughly researched, tested and proven; wines, beers, dispensers, furniture, décor, menus, equipment, staff requirements, customer service, atmosphere, regional variations, business models, return on investment and financial models.

We are focused on your success.

# THE CONCEPT

The concept of **EASY BEER bars/ restaurants** is to create a relaxed and social atmosphere, a great selection of international beers, delicious foods and snacks, attentive customer service all supported by the latest in restaurant and bar technologies.

Every detail and aspect of **EASY BEER franchise** is designed to maximize profitability while retaining customer loyalty and enjoyment.

The **EASY BEER concept** is to have a simple business that is understandable, creative, fun, interesting and generates many years of growing revenues for many years to come. Above all, **EASY BEER** is designed, in every aspect, to be easy.

**EASY BEER** was created with 4 primary ideas in mind:

A stimulating, flexible and highly expandable business with many possibilities for creativity

Easy, interesting and relaxed atmosphere for our customers with good drinks and good food at a reasonable price and exceptional customer service that creates loyal customers

Innovation – utilizing the best and latest bar/restaurant technologies and combining them in an innovative and practical way to create the ideal bar/restaurant for patrons and owners

A cost effective business model for maximum profitability



# TEAM

Every member of the **EASY BEER** team is an expert in their fields with years of experience.



**Peteris Ozols**  
CEO, COO



**Diana Auzina**  
Chief Marketing Officer



**Juris Roganovs**  
Franchising Manager



**Timur Bjornson**  
Brand Chef



**Alexander Shneiderman**  
Beer Sommelier



**Dace Kantmane**  
General Manager



**Oskars Berzins**  
Chief Technology Officer

# EASY BEER FRANCHISE

**EASY BEER** is a modern beer bar/restaurant serving the best beers by the glass and bottle as well as great craft food in a comfortable, clean and relaxed atmosphere that provides the perfect space for drinking, eating, conversation and socialising.

**EASY BEER** is designed to be available in three flexible configurations:

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Bar/restaurant in a popular tourist area

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Bar/restaurant in a shopping mall/ airport (no terrace)

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Bar/restaurant in popular areas for local people (less seasonal impact, slightly different menu)

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Premises starting from 150 sq. m up to 500sq.m

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Business format franchise (available also as conversion franchise)

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Single unit, multi-unit or area development

## CONDITIONS

### INVESTMENT

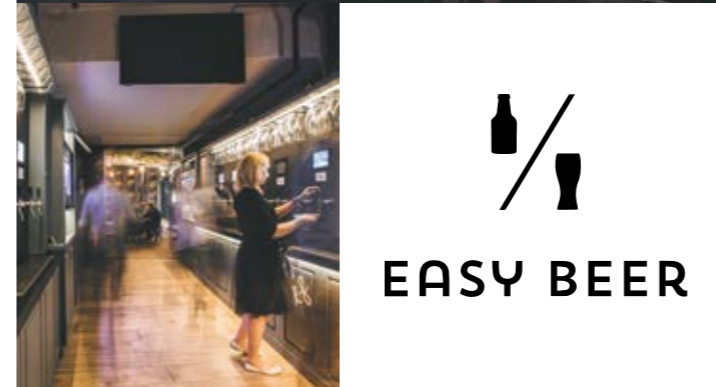
- The total investment depends on many factors including: the cost of property improvement, a tenancy deposit, etc.
- A typical bar/restaurant would require investment starting from EUR 150,000 (including equipment and software approx. EUR 80,000). Equipment leasing options are available. Just ask us more about them.
- Expected return on investment: 14-30 months.
- Franchise agreement: 10 years (with prolongation options).

### FRANCHISE FEES

- Standard fee: EUR 23,750
- Entrance fee reduced for first franchisees in their country and for multi-unit franchisees
- Ongoing fee 5% starting from the 4-th month of operation

### AREA DEVELOPMENT

- Conditions for area development are agreed upon independently.





## THE EASY BEER FRANCHISE PACKAGE INCLUDES:

Start-up and customer service training for key personnel

Comprehensive Franchise Operations Manual

Brand book including all images, fonts, graphics, logos and text

Detailed financial model for one unit/multi-unit development

Evaluation and approval of location and premises

Localisation of beer & food menu (if necessary)

Pricing and merchandising principles

Proprietary, innovative Easy Beer technologies and software

Design project

Beer prices based upon the large and growing Easy Beer group purchasing power

Innovative beer dispensing equipment and software at special prices available only for our franchisees

Other suppliers and producers of furniture, equipment, key products at special prices

Website template and internet domains

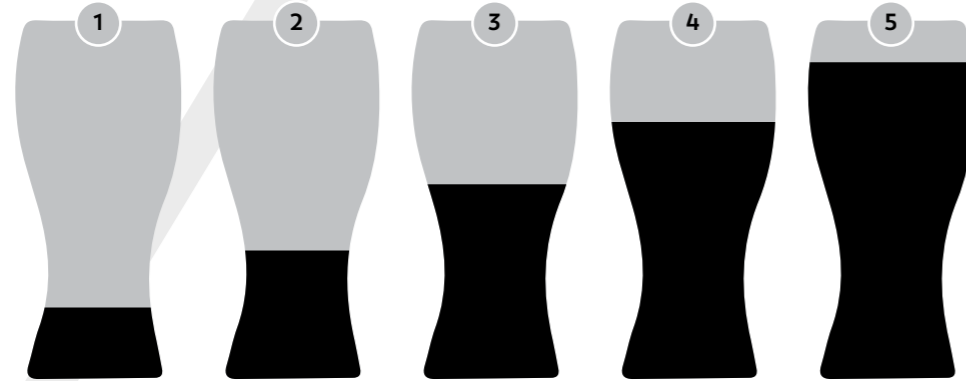
Ongoing training and control visits

Regular marketing support and tools

Regular menu updates with all recipes and instructions

# START YOUR EASY BEER BUSINESS IN 5 EASY STEPS:

An ideal franchise business should have the potential of being extremely profitable, attractive, utilizing cutting edge innovations, enjoyable, expandable, flexible and come with everything you need to start doing business smoothly and quickly. You should be able to sign a contract, find a location, install everything you need and open your doors. It should also come with market research, projected return on investment, a financial plan, excellent customer support and service.



1  
Send us filled out  
confidential questionnaire

2  
Meet **EASY BEER**  
franchising specialist and  
discuss the opportunities

3  
Choose suitable premises and  
confirm with **EASY BEER**  
support team

4  
Sign franchise and  
lease agreements

5  
Plan and start your bar or  
restaurant together with  
**EASY BEER** support team

