



EASY WINE



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 behind **EASY WINE** bar is to provide every guest with a comfortable, social atmosphere, an extensive selection of fine wines, delicious foods, state of the art restaurant and bar technologies mixed with traditional world class customer service.

The concept for the **EASY WINE** franchise is to provide every investor and owner the best return on investment on a business that is interesting, creative, exciting, fun and fulfilling. We do our best to provide you with everything you need to make your **EASY WINE** franchise profitable and as easy as possible.

Above all, the **EASY WINE** concept is to make being a franchisee, restaurateur, a bar owner and a guest as easy as possible.



EASY WINE 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

A cost effective business model for maximum profitability

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



TEAM

Every member of the **EASY WINE** and **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



Nauris Jakusko
Brand Chef



Anastasija Vinogradova
Wine Sommelier



Oskars Berzins
Chief Technology Officer





EASY WINE FRANCHISE

EASY WINE is a modern wine bar/restaurant serving fine wines by the glass and great food in a comfortable and relaxed atmosphere that provides the perfect space for drinking, eating, conversation and socialising.

EASY WINE is designed to be available in three flexible configurations:

Bar/restaurant in a popular tourist area

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

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

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

Business format franchise (available also as conversion franchise)

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 WINE FRANCHISE PACKAGE INCLUDES:

Start-up and customer service training for key personnel

Comprehensive Franchise Operations Manual

Brand book including all elements for your marketing communications

Detailed financial model for one unit/multi-unit development

Evaluation and approval of location and premises

Localisation of wine & food menu (if necessary)

Pricing and merchandising principles

Proprietary, innovative **EASY WINE** technologies and software

Design project

Wine prices based upon large and growing **EASY WINE** group purchasing power

Innovative wine 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

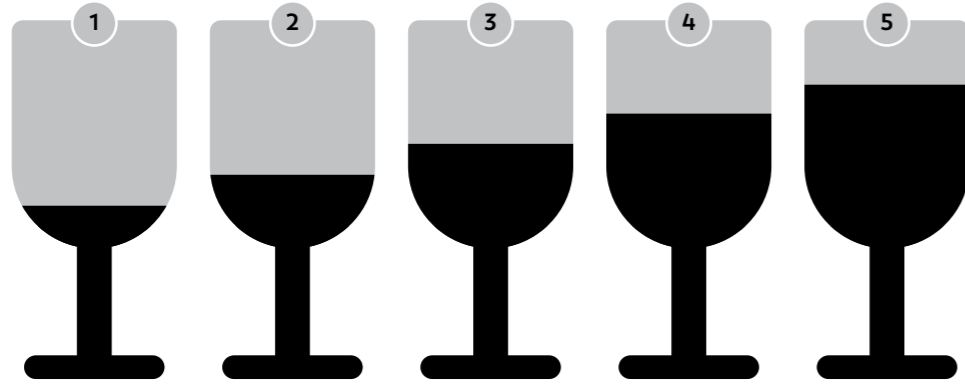
Regular marketing support and tools

Regular menu updates with all recipes and instructions



START YOUR EASY WINE 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 WINE**
franchising specialist and
discuss the opportunities

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

4
Sign franchise and
lease agreements

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

