



.eat

Wine





OUR VISION

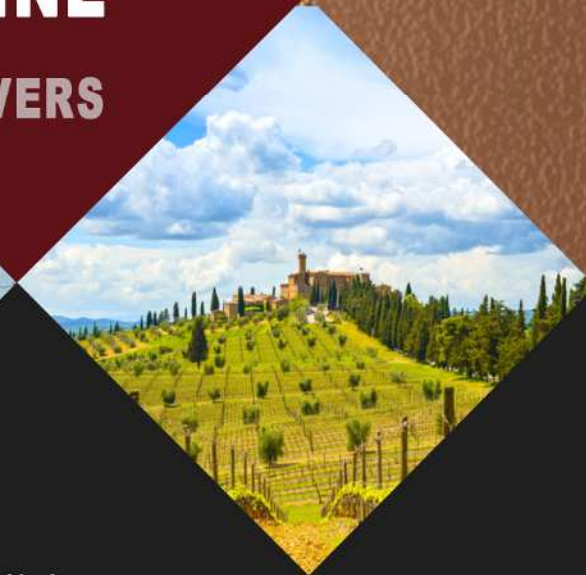
We are creating a global paradigm shift in the way customer experience nutrition outside of their homes.

Our mission is to *immerse guests in the worlds of the italian way of life* they know and love through innovative, memorable, and compelling food and setting to entertain as well as socialize through eating.

**MEMORABLE
WINE
LOVERS**



**EXPERIENCE
FOOD
INNOVATIVE**



Who We Are

Wine bevar S.r.l. is a group of passionate wine lovers building experiential eating destinations based on some of philosophy the most iconic innkeeper in Italy. We focus on innovative, outside-the-box thinking on our concept while staying rooted in the tried-and-true italian way of life. The senior member of our managment team has years of success in serving delicious food unmistakable en vironments.

FROM HOSPITEM TO OINOICHEIOS

The origin of our idea from the revitalization of the hosteria/barroom concept.
The meaning of Hosteria recall the scope of the place : hospitality.
Soon the Hosteria becomes a place to establish social relationship and meet other people.
The further evolution of concept foreseen to the social aspect added to good food and wine

IDEA

HOSTERIA

LOVERS

GOOD FOOD

PEOPLE

SOCIAL



THE FOUNDER

One of the pioneer of the Enoiteche is Mauro Lorenzon.
Starting from the idea that you will born as oste (inkeeper) but you could not become it just because of study or any right, he has developed the his philosophy basing on the fact that the wine is the complex result of the fashinating alliance between man and nature.

ENOITECHE
LORENZON

OSTE



OMBRA
SYMPHATY
WINE

“Pitost che spuar na ombra me taje un braz”

His way to combine food and wine with symphaty, the preference for real natural wine and not sofisticated one, has taken him as president and leader for the italian association Enoiteche (AIE) bringing his fame out of the natural border.

THE FOUNDER

Laboratorio che si è tenuto all'interno di Gusto - La Biennale dei sapori e dei territori è stata un'occasione molto ghiotta per conoscerlo, attraverso una numerosa serie di vini che ha scelto tra quelli che ama.

ENOITECHE

LORENZON

OSTE

OMBRA

MAURO

MASTERCHEF



WHAT MAKES XXXX'S CONCEPT UNIQUE

To support the demand from customer from higher quality food served in special atmosphere.

To serve :

- non standard wine and food
- discover the unique and hidden passion of small production



ATMOSPHERE

ITALY

SERVICE

QUALITY
PASSION
NONSTANDARD



- eating will be a travel along the taste and unknown area and products of Italy
- passion : taking inspiration from the old tradition we will transmit our passion and love for this particular community service
- true value of service against fashion : basing on the ancient value on which the idea is based we would like to distinguish from the last flourish of winr bar.

THE LAYOUT

Wine bevar will build ".EAT" of all size, but they will largely fall into three basic configuration.

-Wine bevar square meter :principle for small location and providing great selection of wine with apetizer

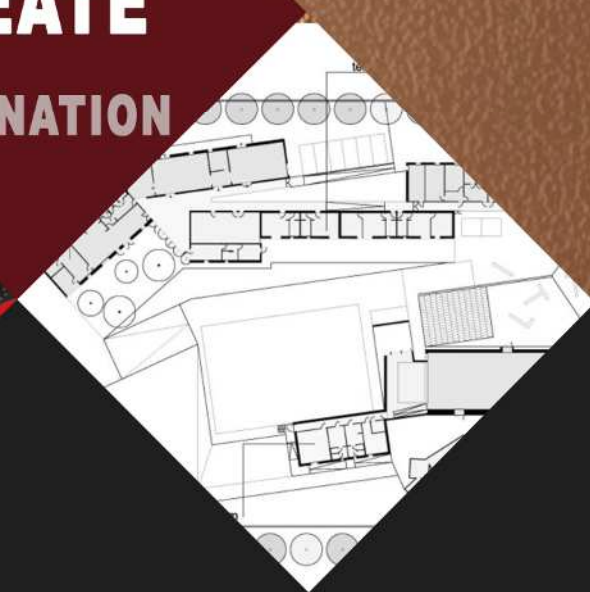
-Wine bevar square meter :it will represent the majority of the .EAT destination.

It offer great selection of wine, apetizer and large combination of food.

SMALL

CREATE

DESTINATION



LARGE

SPECIAL

CONFIGURATION

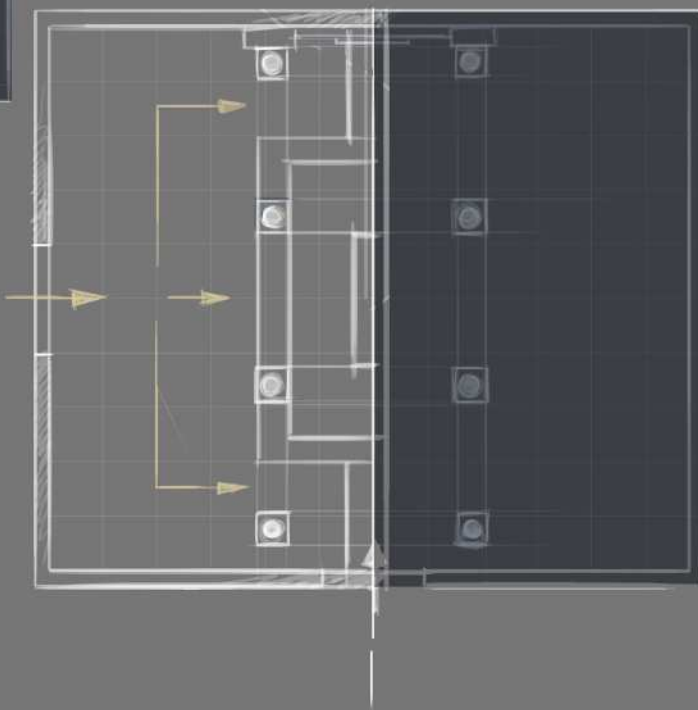
-Wine bevar square meter : this will be a stand alone destination offering great selection of wine and large combination of food.

In this case it is foreseen to use media base content to create a special atmosphere. Demographic, size of location, footfal and other criteria will help to determine where .EAT will be located.

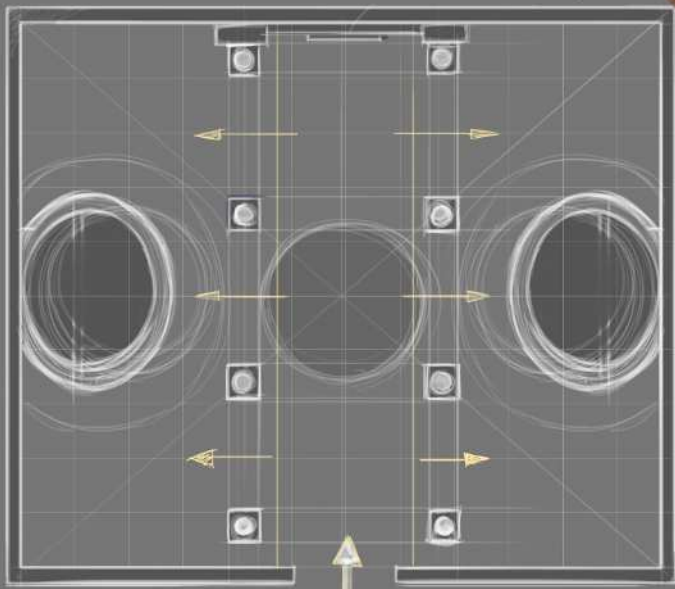
WINE



1



2



3

masterplan

masterplan

FOOO

ARCHITECTURAL

The ".EAT" is designed and will be built starting from one of the most flourishing age of the Italian culture. We have reviewed and give a modern light to the design to bring it in a new life which will express warm and hospitality according to the famous Italian design mind.

**NEW
CULTUR
ARTE**

**LIFE
MODERN
DESIGN**



eat
Wine

ARTISTIC VIEW



BIENVENU
WELCOME
BIENVENIDA

*Alesso in
bottiglia
nelle*

SMALL LOCAL

9





ARTISTIC VIEW



BEM-VINDO

BENVENUTI

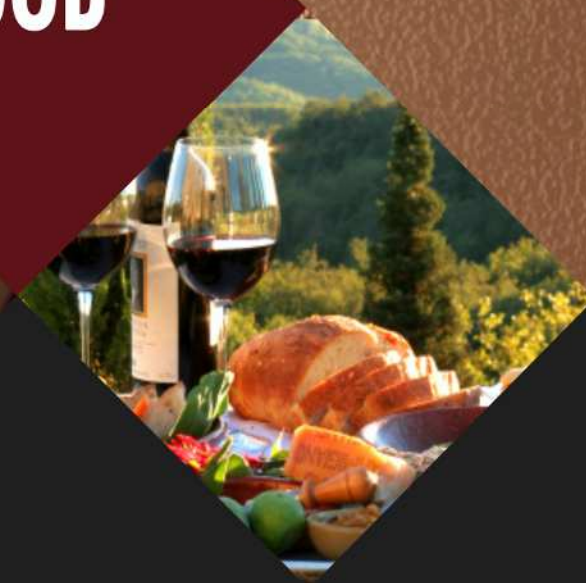
WILLKOMMEN

LARGE LOCAL

BUILDOUT

Wine bevar is dedicated to provide quality hosteria construction, technical and management services to customers. We strive to achieve long term relationships with our partners, based on tasteful and quality food, warm location and unforgettable atmosphere.

FOOD



WINE

Wine bevar through its subsidiary company will build “Turn - key” destination and will deliver them with a complete range of valute added services designed to facilitate smooth operation and meet the unique atmosphere.

BUSINESS KEY POINT

Ability to operate the business in off peak time.

Ability to cooperate with third party and involved them on the process in order to create optimum synergy between us low cost of manpower involved on the operation.

ABILITY

KEY

LOCAL



**SPECIAL
BUSINESS
EVENTS**

Control of the supply chain in order to guarantee always the highest standard in quality and taste with a particular eyes to special events.

Key partnership with supplier.

Flexibility - ability to integrate the italian style with the local tradition and culture.

BUSINESS KEY POINT

- The “.EAT” is less capital intensive than other investment offers :
- to achieve EBITDA margins at the higher end of the HORECA industry
 - to provide for extra selling opportunities thanks for its particular food served

ABILITY

KEY

LOCAL



**SPECIAL
BUSINESS
EVENTS**

WINE BEVAR CONTRIBUTION TO THE OPERATION

- Experience
- Managment
- Investment
- Quality control

A strategic relationship with Wine bevar delivers :

- an exclusive partnership
- exclusive right

MANAGMENT

BEST

CONTROL



INVESTMENT

PARTNER

EXPERIENCE

Partner contribution :

- provide equity to “.EAT ” in order to finance it (less Wine bevar contribution)
- provide or assist in providing optimal locations with necessary footfall and significant people traffic
- local consultation on the local business practices for set - up, construction and operation

MANAGEMENT

BEST

CONTROL

INVESTMENT

PARTNER

EXPERIENCE



MANAGEMENT

BEST

CONTROL

INVESTMENT

PARTNER

EXPERIENCE



OUR TEAM



MANAGEMENT

BEST

CONTROL

INVESTMENT

PARTNER

EXPERIENCE





SERVICE RESPONSABILITY

- Design
- Food supply
- Build - out and implementation
- Evement planning

MANAGMENT

BEST

CONTROL

INVESTMENT

PARTNER

EXPERIENCE



- Staff training
- Quality control
- Standard control
- Local operation support

