



— FRANCHISE OFFER —



— DRUNK CHERRY —

The best Lviv liqueur is an integral part of old Lviv. Drunk cherry has long been produced in every Lviv house.

Every Lviv housewife made such liqueur and every lady knew its taste. The liqueur was so delicious that no woman, regardless of age, could resist its taste. Girlfriends, who got together to have a gossip about the lads, always tasted liqueur.

Lviv lads quickly learned that recipe, and for all the dates or strolls, they took a flask of Drunk Cherry. And no lady could refuse.

The drink is tasty and jollifies you quickly. It is made based on a traditional Halychyna recipe using the best distillate with selected cherries. It ideally suits the dates and other adventures with women. It has been helping the lads to find their love ever since 1896.

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- Pliatsok - homemade bakery, a cake (with cherries in this case)
 - Kelishok - a shot glass
 - Kobita - a woman
 - Distillate - home-distilled vodka without 'tails and heads'
 - Lipsha - the best
 - Zdybanka - a date
 - Koliezhanka - a girlfriend

THE TASTE OF 'DRUNK CHERRY' IS KNOWN ALL OVER UKRAINE AND ABROAD



RESTAURANTS:

Lviv city, 11 Rynok sq.
Lviv city, 1/3 Krakivska Str.
Lviv city, 3 Arsenalna
Truskavets town, 2 Shevchenka Str.
Chernivtsi city, 25 Olhy Kobylianskoyi Str.
Kyiv city, Andriivskiy uzviz 2a
Kyiv city, 2/1 Borysa Hrinchenka Str.,
Kyiv city, 16 Velyka Vasylkivska Str.
Kyiv city, 11A Stepana Bandery Ave.
(Shopping Centre 'Epitsentr')
Kyiv city, Obolonsky Ave, 1-B (Shopping
Centre 'Dream Town', 3 floor)
Odesa city, 12 Havanna Str.
Odesa city, 1 Arcadia Alley
Mykolaiv city, 65 Shevchenka Str.
Ivano-Frankivsk city, 4 Nezalezhnosti Str.
Zhytomyr city, 15 Mykhaylivska Str.
Kharkiv city, 37 Yaroslava Mudroho Str.
Warsaw city, 37 Nowy Świat Str.
Kraków city, 10 Grodzka Str.
Wrocław city, 45 Rynek Str.

YOU CAN ALSO FIND US IN:

Convenience stores chain "Two steps away from the
house" in Lviv
Duty Free at Danylo Halytskyy Airport "Lviv"
Chain of supermarkets "Silpo" in Ukraine
Petrol Station "Ukrnafta" in Ukraine
In the following cities: Bakhmut, Berdyansk, Boryspil,
Brovary, Bila Tserkva, Vasylkiv, Vinnytsya,
Dnipro, Zhytomyr, Zaporizhzhya, Ivano-Frankivsk,
Kamyanets-Podilsk, Kyiv, Kropyvnytskyi,
Korosten, Kostopil, Kramatorsk, Kremenchuk, Kryviy
Rih, Lysychansk, Lutsk, Lviv, Mariupol,
Melitopol, Myrhorod, Mykolayiv, Odesa, Pavlograd,
Poltava, Rivne, Severodonetsk, Stryi, Sumy,
Ternopil, Uzhgorod, Kharkiv, Kherson, Khmelnytskyi,
Cherkasy, Chernivtsi, Enerhodar,
Yuzhnoukrayinsk



OPERATING FORMATS



Lviv, Rynok Square, 11
Sales premises 25 m²



Kyiv, Stepan Bandera Avenue, 11 A (Shopping centre "Epitsentr")
Sales premises 262 m²



Kyiv, Velyka Vasylkivska Street, 16
Sales premises 38 m²



Chernivtsi, Olhy Kobylianskoyi Street, 25
Sales premises 133.8 m²



Truskavets, Shevchenka Street, 2
Sales premises 35.6 m²



Odesa, Arkadiyivska Alley, 1
Sales premises 75.6 m²



Odesa, Havanna Street, 12
Sales premises 24 m²



Kherson, Zalaehersch Street, 18 (Shopping Centre "Fabryka")
Sales premises 38 m²



Warsaw, Nowy Svyat street, 37
Sales premises 55 m²

OUR RELATIONS

!FEST

- «!FEST» Holding of emotions grants the right to use TM "Drunk Cherry", standards and business technology of the best Lviv liqueur "Drunk Cherry".
- Benefits for "!FEST" Holding of emotions: receiving royalties, expanding the business and promoting the brand "Drunk Cherry" (through Partner's outlets).
- "!FEST" Holding of emotions provides support throughout all stages of project implementation - from planning and launching and afterwards, as well as in the course of further activities.
- Each partner becomes a member of the LOKAL loyalty program with the possibility to use all benefits (mailing, analysis of attendance, etc.).

FRANCHISER

Produces the best Lviv liqueur with a unique recipe and technology in order to profit from the sales of its own product and to receive additional income.

PARTNER

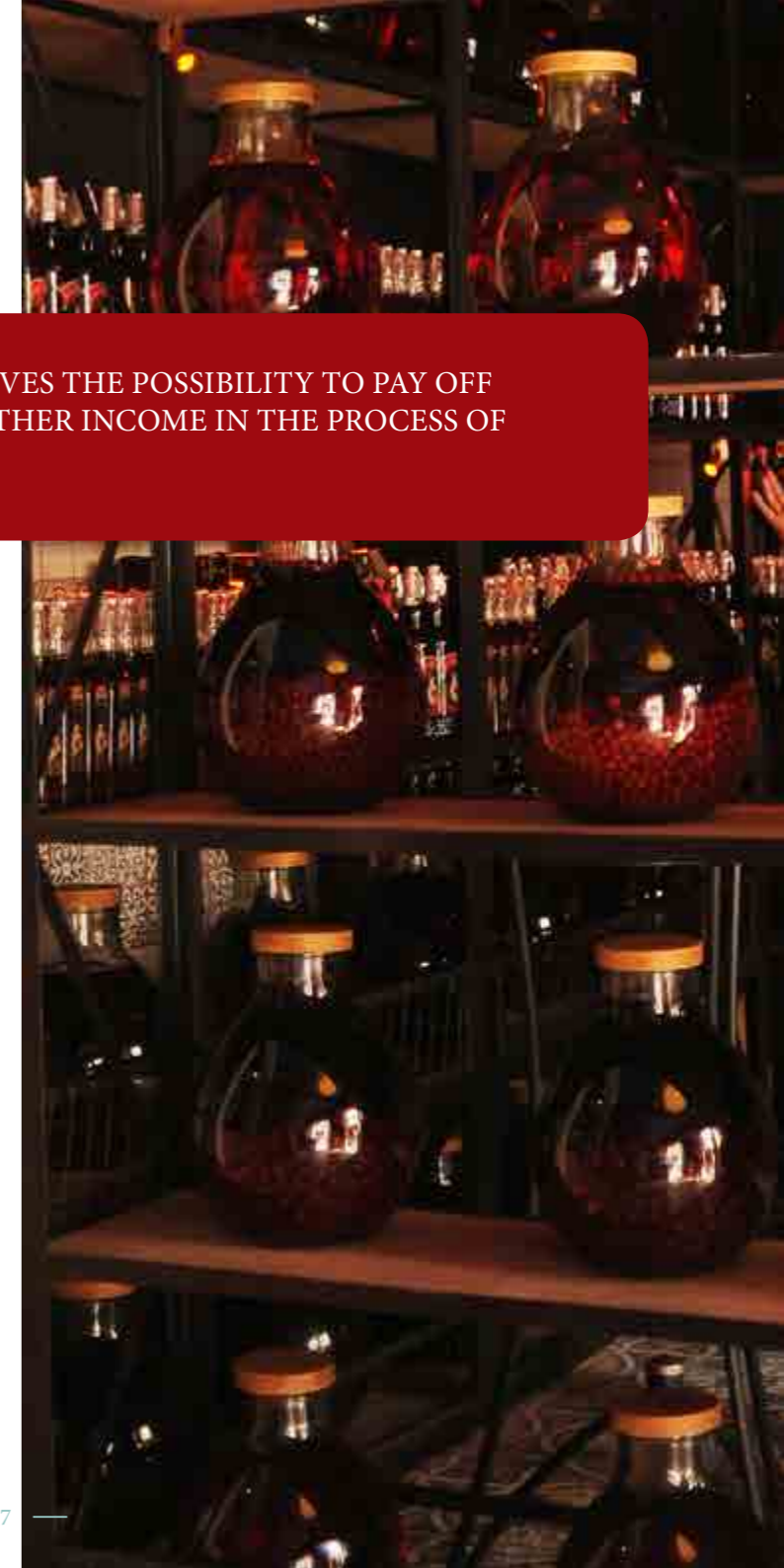
- The partner is an operator in the market who opens the best Lviv liqueur TM "Drunk Cherry". This facility is intended for the sale of the agreed range of Franchiser's products and the provision of related services.
- The benefit of the Partner of TM "Drunk Cherry" includes the range of products and the profit from the retail mark-up of the outlet.
- The Partner does not compete with TM "Drunk Cherry" in the region, but is a partner in its promotion.

WHAT DOES THE PARTNER GET?

A SUCCESSFUL BUSINESS SYSTEM WHICH GIVES THE POSSIBILITY TO PAY OFF THE INVESTMENTS AND PROVIDE FOR FURTHER INCOME IN THE PROCESS OF THE ACTIVITY OF THE FRANCHISE OUTLET.

IN PARTICULAR:

- Business management technologies
- Consultation and support during the business start-up stage and further outlet development
- Design project of the premises
- High quality and favourable conditions of product supply
- An estimate of the financial model
- Style and unique concept
- Personnel training, training programs
- The right to use TM "Drunk Cherry", design project of the premises



INVESTMENTS*

General area / m²	50
Number of employees / persons	5 - 10
	m ²
	from 25
Sales premises / m ²	from 20
Warehouse / m ²	
	thousand EURO
Franchise fee	15 000 \$
maintenance works + construction materials	24 500
“Solera” system and electronics	5 500
personnel training	3 500
chandelier	3 300
computer equipment	6 000
metal products and tables	20 000
decorations and doors	5 500
personnel uniform	750
equipment (scales, cooler, safe, dishwasher, filter, refrigerator, storage water heater, air conditioning, etc)	12 000
kitchen utensils and cleaning agents	3 500
legal matters	900
delivery	11 000
payment for opening (water testing, notary services)	2 500
customs clearance, excise tax and alcohol delivery	36 000
unexpected expense	2 000
Total:	150 000

* *The indicated financial data are not final, they are preliminary and do not constitute an offer. Thus, they do not impose any obligations on LLC "FEST" Holding of emotions. The final financial data are determined on a case-by-case basis.

BUSINESS MODEL*

	1 year 75 l a day thousand UAH	2 year 100 l a day thousand UAH
• Sales per day (average)	1663	2217
• Sales per month (30 days)	49,9	66,5
Foodcost (cost of products)	29,7 %	29,7 %
• Gross margin	35,1	46,8
Operating expenses:		
- salaries	3,26	3,76
- utilities	0,3	0,3
- business expenses	0,6	0,8
- rent of premises	6	6
- other (bottles, IT, concept, transportation costs)	1,5	1,5
- accounting, lawyers, HR manager	0,8	0,8
- delivery of alcohol, excise tax and customs clearance	12,3	15,3
• EBITDA	22,6	33,5
- taxes	5,24	11
- royalties (2% from > 100 l / day)	1	1,3
• Net operating income		
	32	
Investment repayment period	years	1,4-3

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MAIN FINANCIAL CONDITIONS OF FRANCHISING

The partner pays a one-time payment equivalent to € 20,000 as a fee for opening an outlet. The range of products and goods, as well as the list and prices, are set and defined by "FEST".

The Partner pays royalties on a monthly basis in the amount of 2% * of sales revenue for using the trademark and technology, as well as for the support we will constantly provide.

* royalties are paid in case of selling more than 100 litres of liqueur per day.



OUR SUPPORT

STAFF TRAINING

The comprehensive program of theoretical studies and internships based on existing outlets covers all aspects of the TM "Drunk Cherry" system.

LIBRARY OF OPERATING ACTIVITY MANUALS

A large set of manuals will allow you, the management and the staff find answers to questions that relate to "everything" .

MARKETING SUPPORT

National system of loyalty, formation of customers' database, continuous analysis of their preferences, advice on promoting the TM "Drunk Cherry" in your city.

LONG-TERM SERVICE AND SUPPORT

You can rely on our continuous leadership and mentoring after the period of study and the launch of the outlet. The representative of TM "Drunk Cherry" will visit you frequently, there is also an opportunity to call us or write to us.



REQUIREMENTS FOR SALES PREMISES

1. Location:
large streams of people (central streets, city squares)
 2. Front entrance
 3. The area of the premises – from 45 - 80 m²
 4. Ceiling height is 2,9m and above (the higher the better)
 5. Outside, near the window, it should be possible to install bar tables
 6. Power line 10-15 kW
 7. WC for guests (separate staff WC if possible)
 8. It is advisable to have an opportunity to stop the car near the facility
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BEGINNING OF CO-OPERATION

1. Consideration of the application by the Franchiser and the feedback about the decision
 2. Arrival of our experts to the city of franchising for marketing research of location and premises
 3. Meeting of partners in the territory of positive emotions "FEST" Holding of emotions
 4. Signing agreements (licensing and franchising in particular)
 5. Granting a business plan based on the working financial model of the Franchiser
 6. Investing in business
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FRANCHISE OFFER

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