

Evra Market Group

Investor Pitch Deck

"Redefining Culinary Experience."

Confidential

Copyright ©



Bridging Cultures

*"From Italy to Beverly Hills.
We are now ready to serve
Geneva's Finest."*



What Makes Us Unique

- A bright and modern concept - inspired by LA's thriving hospitality scene - that will bring in a brand new experience to the Geneva clientele.
- Cutting out the middleman by dealing with Italian farmers directly for a brand new culinary horizon at unbelievable costs.
- A proven business model that guarantees the lowest risk at the highest return, while also raising the bar for customer experience.



Phase 1

Project Timeline



Growth Strategy

"Building a Scalable Culinary Ecosystem with a Sustainable Model."



Phase 1:

Establishing the Foundation

- **Launch the Flagship Location:** Open the 3-concept restaurant in Geneva, carefully curated to align with local tastes and international standards.
 - Focus on unmatched dining experiences with Los Angeles-inspired hospitality & Italian sustainable artisanal products.
 - Build brand recognition through strategic marketing, PR campaigns, and partnerships with local influencers and large businesses.
- **Operational Synergy:** Leverage shared labor, kitchen resources, and supply chains across all three concepts to optimize costs and efficiency.
- **Customer Loyalty Program:** Introduce a membership-based loyalty program that encourages repeat visits and builds a dedicated customer base.



Phase 2:

Expand Distribution Channels

- **Retail Product Line:** Develop and launch a selection of packaged goods derived from the menu, such as handmade pasta, sauces, and olive oils, sourced directly from our network of Italian family farms.
 - Partner with upscale local retailers and grocery stores to distribute these products.
- **E-commerce Presence:** Build an online store to ship retail products across Switzerland and neighboring markets.
- **Catering & Events:** Offer catering services for corporate and private events, introducing Geneva's wider audience to the concepts and products.



Phase 3:

Scale & Diversify

- **Regional Expansion:** Identify key Swiss cities (e.g., Zurich, Lausanne) for opening new multi-concept locations.
 - Use Geneva as the model for scaling operations while adapting to local preferences.
- **National Distribution:** Expand retail product distribution to major supermarket chains and specialty stores across Switzerland.
- **Strategic Partnerships:** Collaborate with local businesses, hotels, and event venues to co-promote the brand and increase visibility.
- **Franchising/License Model:** Explore franchising opportunities or licensing deals to bring the concepts to other European markets.



Phase 4:

Solidify brand leadership

- **Swiss Market Dominance:** Become a leading name in Swiss hospitality and artisanal food products.
- **International Expansion:** Leverage the success of the Swiss market to launch into other European, African, Middle-Eastern and Asian hubs.
- **Innovation & Sustainability:** Invest in new concepts and sustainable practices, staying ahead of market trends and maintaining a competitive edge.
- **Find meaningful partnerships:** Increase brand visibility and establish leadership by collaborating with high-traffic hubs that connect with international audiences

Revenue Data 2040



Target Customer

Wealthy professionals, diplomats, and international workers in Geneva's financial and international sectors.

- Seek high-quality dining experiences that reflect their cosmopolitan lifestyles.
- Appreciate authenticity and craftsmanship in food and service.

Local residents and travelers with a passion for innovative, high-quality dining.

- Love exploring diverse culinary experiences & unique concepts.
- Value provenance & sustainability in food.



Affluent Professionals Expats

Why They're a Fit: Your focus on Italian heritage, curated sourcing, and Los Angeles hospitality resonates with their desire for luxury with a personal touch.



Young Trendsetters Urbanites

Why They're a Fit: Your connection to small, family-owned Italian farms offers an authentic farm-to-table story that food enthusiasts crave.

Meet the Team



David M. Toscano
Owner

Creative Director

5+ years in Italian ESG projects with Italian farmers

Confidential



William A. Toscano
Owner

Operations Director

General Manager of LA's top fine-dining concepts for 10+ years.

Copyright ©



Kimo
Exec. Chef

Mare Ristorante

Opened 50+ successful concepts in Italy as Owner & Exec. Chef



Corey Burgan
Exec. Chef

Farina Ristorante

Exec. Chef of Caviar Kaspia in Beverly Hills, Sous Chef of Beverly Wilshire Four Seasons Hotel & Michelin starred Maude

Meet the Team



Rujira Roongruang
Pastry Chef

Pastry Chef

Lead Pastry Chef for Jon & Vlnny's restaurant in Los Angeles for 7+ years.

Confidential

Copyright ©



Danilo Di Lorenzo
Exec. Chef

Monti Ristorante

Top Steakhouse
consultant for Southern &
Central Europe



Manabu
Sushi Chef

Mare Ristorante

GM of Kanpai Japanese
Bar & Grill in Los Angeles
with a background in
sustainable italian fashion



Tiziano Benedetti
Pizza Chef

Farina Ristorante

Owner of Pizza Marina in
the Canary Islands.

The 3 Restaurants

Farina, Mare, and Monti... aka "Wheat", "Sea" and "Hills". Because simple (and sustainable) is better!

Business Model

"Wheat"
Farina

Pizza & Pasta

Fresh pasta, & pizza
dough made in-
house daily with
fresh Italian produce

"Sea"
Mare

Traditional & Fusion Italian
Seafood

Fresh seafood &
shellfish delivered daily
from our network of
family owned fisheries

"Hills"
Monti

Italian Steakhouse

Fresh meat, cold cuts,
artisanal cheeses, truffles
and more from our network
of family owned farmers

What they do...

Farin

Artisanal Pizzeria

Fresh pasta, wood-fired pizzas made with organic, Italian sourced ingredients, alongside small plates like burrata and bruschetta.

Target Audience

Casual diners, families, and young professionals seeking authentic, approachable meals.

Mar

Seafood Grill

Fresh, sustainable seafood (e.g., grilled branzino, octopus carpaccio) paired with light Mediterranean sides and biodynamic wines.

Target Audience

Fine dining enthusiasts, foodies, and professionals looking for upscale meals.

Monti

Italian Trattoria & Wine Bar

A cozy, traditional Italian menu featuring premium cuts like fiorentinas, as well as premium charcuterie, artisanal cheeses complemented by a curated wine list.

Target Audience

Couples, wine enthusiasts, and event-goers

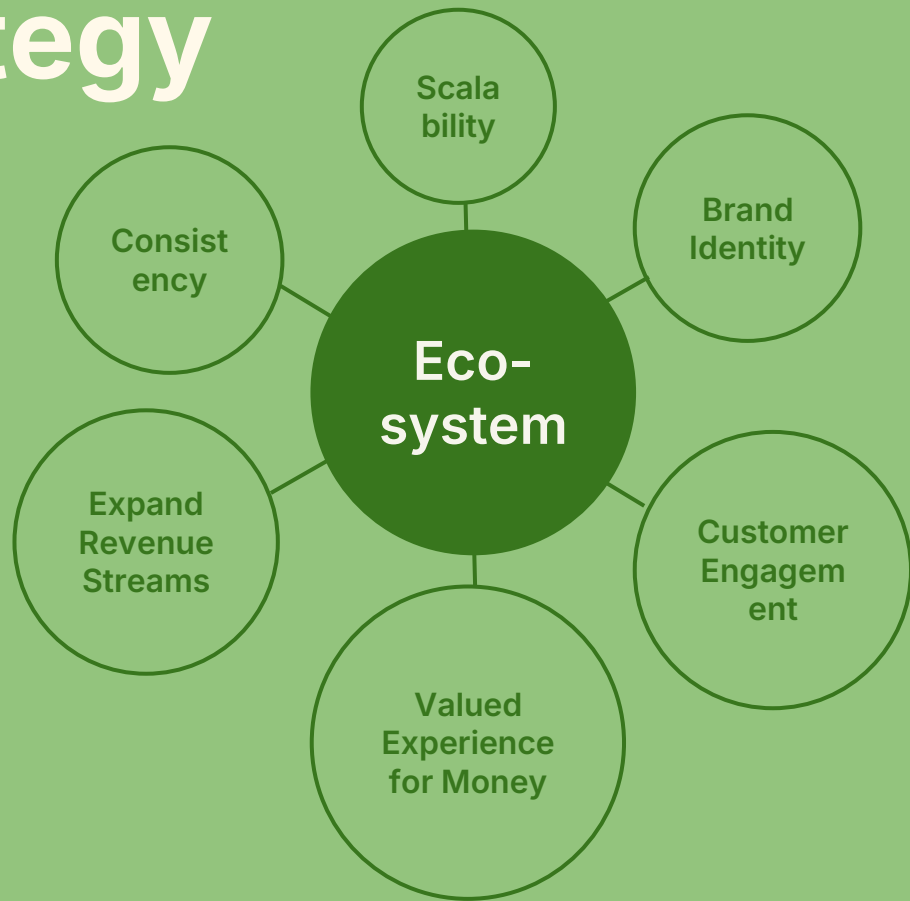


Statement

"We are committed to sustainable practices and circular economic models, sourcing artisanal products exclusively from small, family-owned businesses. By blending this dedication to ethical sourcing with a higher standard of hospitality and open communication about where our ingredients come from, we create a dining experience that resonates deeply with our customers. This transparent and values-driven approach not only ensures superior quality but also fosters trust and loyalty, building a stronger, more engaged community around our brand."

Expansion Strategy

"Our expansion strategy is rooted in scalability and sustainability. By leveraging a unified operational framework and prioritizing transparency in our sourcing, we aim to replicate our multi-concept model in key markets. Each location will reflect our commitment to artisanal quality, ethical practices, and a circular economy, while catering to the unique needs of its community. Through strategic partnerships, retail product lines, and e-commerce channels, we will extend our reach beyond restaurants, creating a robust ecosystem that blends exceptional hospitality with enduring customer loyalty. This approach ensures responsible growth while staying true to our core values."





Farīna

Latin: Far. A fine powder made by grinding roots, grains or other food substances, that are used to cook.

"Sapientia Radicum" (the Wisdom of Roots)

This phrase embodies the philosophy of honoring our roots—culinary, cultural, and historical—while embracing the simplicity and purity of a bygone era. It reflects:



1. **Making the Best of Our Roots** through sourcing pure ingredients and celebrating ancestral traditions

*Etruscan Goddess of
Wheat Menvra 300
BCE circa*



2. **Transporting Guests** to a simpler time when food was unhurried, authentic, and celebrated as the centerpiece of daily life
3. A Sense of Home. A warm, inviting space where every meal feels like it was crafted with love and care
4. **Etruscan / Latin Inspirations** echoed in the rustic yet refined decor and menu that bridge ancient origins with timeless flavors

BRUSCHETTA

pain grille

POMODORO | 9
tomates cuites, moules
faciles, sal et poivre

CARCIOFO | 10
petits d'artichokes et
poivre, en croute de
pain sec

SALSICCIA &
STRACCHINO | 11
saucisses de porc et
mozzarella fraiche

PROSCIUTTO | 12
saucisson de porc
affiné DOP

BURRO & ALICI | 9
Beurre et alicis

LARDO &
SPIGOLA | 10
saucisson lard et bon
saucisson

ACQUA DI MARE | 9
saucisson à l'eau de mer
de la mer, de l'ail, du vin
de porc, bon et du pain

FOCACCIA | pain cuit au four

PROSCIUTTO CRUDO TOSCANO | 12
saucisson cru, saucisson et pain de focaccia

SALE E ROSMARINO | 9
sel et romarin

ROSSA | 9
saucisson

OLIVA & CIPOLLA | 10
huile d'olive, et ail de la mer

PATATE & CIPOLLA | 10
pommes de terre, saucisson et ail de la mer

SALSICCIA & CECILIA | 12
saucisson, saucisson, saucisson de porc, saucisson
saucisson, saucisson de la mer

CARCIOFO & BURRATA | 10
artichokes, saucisson, saucisson, saucisson

PROSCIUTTO COTTO &
GRUYERE | 12
saucisson cuit, saucisson et saucisson



FRITTI | céréales frit

MOZZARELLA IN
CARROZZA | 10
saucisson de porc, saucisson, saucisson de la
mer, saucisson de la mer, saucisson de la mer

SUPPLI AL POMODORO | 9
3 suppli de porc, saucisson, saucisson

SUPPLI AL PROSCIUTTO | 12
3 suppli de porc, saucisson, saucisson

CROCHETTA | 9
3 crochettas de porc, saucisson, saucisson

CARCIOFO | 10
artichokes frits et saucisson

PRIX FIXE

CHF 45 par personne

Cherchez le meilleur, saucisson et saucisson
et 1 saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson

LASAGNA

pâtes cuites au four

CARCIOFI & PROVOLA
AFFUMICATA | 12
artichokes, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson

NAPOLETANA | 12
saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson

BIANCA | 14
saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson



PRIMI | céréales bouillies dans de l'eau

GNOCCHI PESTOSA | saucisson de porc, saucisson, saucisson, saucisson

LA POMODOROSA | saucisson, saucisson, saucisson, saucisson

CARBONARA TARTUFATA | saucisson, saucisson, saucisson, saucisson

L'AMATRICIANA | saucisson, saucisson, saucisson, saucisson

TORNADELLO COZZATO | saucisson, saucisson, saucisson, saucisson



PIZZA | pâte levée lentement cuite à feu vif

REGINA | saucisson, saucisson, saucisson, saucisson

BOSCO | saucisson, saucisson, saucisson, saucisson

INFERNO | saucisson, saucisson, saucisson, saucisson

TARTUFATA | saucisson, saucisson, saucisson, saucisson

CAPRICCIONA | saucisson, saucisson, saucisson, saucisson

MARINA | saucisson, saucisson, saucisson, saucisson

Cherchez le meilleur, saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson

Cherchez le meilleur, saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson

Cherchez le meilleur, saucisson, saucisson, saucisson, saucisson
saucisson, saucisson, saucisson, saucisson



FARINA

céréales italiennes

Uniforms

Light & Solar

Echoing the colors of wheat and a bright sunny day in the fields.





Menu Variations

Bespoke international markets

Farina is designed to allow for menu changes according to local market demands in Africa, the Middle East, as well as South East Asia, where vegetarian menus and non-alcoholic “mocktail” programs would be received with greater success.





MONTI

Dans votre restaurant, chaque plat reflète notre engagement envers la qualité et la durabilité. Toutes nos pâtes, pains et desserts sont préparés quotidiennement sur place, à partir d'ingrédients frais, biologiques et issus de sources durables. Nous collaborons avec un réseau de petites fermes italiennes passionnées, garantissant que chaque produit que nous servons est le fruit d'un savoir-faire exceptionnel. Notre objectif est de mettre en valeur la qualité naturelle de ces ingrédients dans chaque assiette, et nous nous efforçons de ne pas en abuser. Nous travaillons avec les producteurs qui rendent cela possible. En plus de savourer vos plats, vous pouvez également retrouver nos mêmes produits d'exception dans notre petit marché local. Bon appétit !

CALDI

arrosticini et frit

ARROSTICINO | 15
POLLO
poulet

ARROSTICINO | 22
PECORA
mouton

ARROSTICINO | 18
MANZO
bœuf

ARROSTICINO | 25
AGNELLO
agneau

CROCCHETTA | 16
croquette de porc calabrais
et scamorza

POLLO FRITTO | 16
filets de poulet frits avec
pommes frites



ANTIPASTI

FRISELLA | 18
avec un trio de saveurs artisanales de saison

CAPRESE | 22
tomate, mozzarella, basilic frais avec de l'huile

TAGLIERE | 32 ou 58
sélection de charcuteries et fromages affinés

CARPACCIO CLASSICO | 25
bœuf avec roquette, parmigiano reggiano
et citron

TARTARE | 25
œuf, huile et paine noir



CONTORNI

CIAMBOTTA | 14
aubergine, courgette, poivron, painade
de farine, tomate, basilic, ail

VERDURE | 12
aubergine, courgette, poivron, grille
avec de l'ail et de l'huile d'olive

CICORIA | 12
chicorie, ail, painade, citron, huile d'olive

SCAROLA | 12
scarole, tomates seches, ail, huile d'olive

CAESAR | 12
scarole, parmigiano reggiano dop, vinaigrette
œuf-mouton, anchoises de France, paine noir



PRIX FIXE

Truffe Noire Fraîche +30 CHF
par plat sélectionné

Vert | 55 pp
sélection de 4 plats vert

et Friseilla
et Caldi ou Antipasti
et Contorni ou Salade composée
et Griglia

Argent | 65 pp
sélection de 4 plats vert o argent

et Friseilla
et Caldi ou Antipasti
et Contorni ou Salade composée
et Griglia

Rouge | 100 pp
sélection de 4 plats vert, argent o rouge

Pour 2 personnes
et Friseilla
et Caldi ou Antipasti
et Contorni ou Salade composée
et Griglia (à diner)

GRIGLIA | griller

POLLO ALLA DIAVOLA | 38

Poulet entière marinée cuite à la braise, avec du romarin,
et des pommes de terre au four

SALSICCIA | 24
porc fariné au fenouil avec des pommes de terre au four

FILETTO DI MANZO 170gr | 49
viande chienne marionnette avec des pommes de terre au four

ABBACCHIO | 40
agneau de lait des Abruzzes avec des pommes de terre au four

ENTRECOTE DI MANZO 250gr | 48
viande chienne marionnette avec des pommes de terre au four

COSTATA 800gr | 130
viande de chienne ou romarin avec des pommes de terre au four

FIORENTINA | CHF 19/100gr
viande chienne avec des pommes de terre au four



Uniforms

Carnal & Dark

Echoing the colors of blood and charcoal.



Confidential

Copyright ©



Confidential

Copyright ©

Local Competition:

An analysis of local markets

Estimates made for 1 person dinners without beverages in the local Geneva Market for Steakhouses.

Wine & Beef Lévrier.

A steakhouse known for its quality cuts and wine selection, with an average price of CHF 52 per person.

Safemeat Steakhouse 2

Renowned for its premium meats, offering an average price of CHF 70 per person..

Chez Philippe

GOODWIN - The
Steak House

Lucky Grill

Menu Variations

Bespoke international markets

Monti is designed to allow for menu changes according to local market demands in Africa, the Middle East, as well as South East Asia, where Halal menus and non-alcoholic “mocktail” programs would be received with greater success.





Uniforms

Clean & Light

Echoing the colors of gentle waves.





Menu Variations

Bespoke International Markets

Just like its sister concepts, Mare is designed to allow for menu changes according to local market demands in Africa, the Middle East, as well as South East Asia, where Halal or vegetarian menus and non-alcoholic “mocktail” programs would be received with greater success with a great effort into communicating sourcing and the highest food standards



Other Concepts

Gelato & Bakery - Maximizing expertise

Thanks to a very rich product list, our own distribution line, as well as a well-organized and expert Corporate Chef team, Evra allows for other concepts to either work in tandem with the main 3 concepts, or as standalones for other smaller kiosks. Offering homemade Italian Gelato as well as our own Bakery and desserts, cuts on costs and delivers consistency of concept amongst all restaurants, but can also live alone, as standalone business where business demands.

Confidential

Copyright ©



Distribution:

Direct line with our farms in Italy and Africa.

Meat, Dairy, Fish, Vegetables, Fruit, Coffee & Cocoa products are strictly organic, provide fair-trade practices to workers and their products, and use plastic-free, circular economy models.

Clear distribution lines under our direct management will allow for seamless transportation amongst all markets in Southern & Central Europe, Africa, Middle East, as well as some Asian markets.





Catering /
Hotels / Market



Pasta / Pizza
Restaurant



Meat
Restaurant



Fish
Restaurant

Distribution Center
/ Prep Kitchen /
Bakery

Italy / Africa
Fishermen

Italy / Africa
Meat & Cheese

Italy / Africa
Fruit &
Vegetables

Floorplan & Labor

Optimized blueprints &
labor

Assuming 2 turns for each
service for a total of 8 hours.

Lunch: 11:30am - 3:30pm

Dinner: 5pm - 9pm



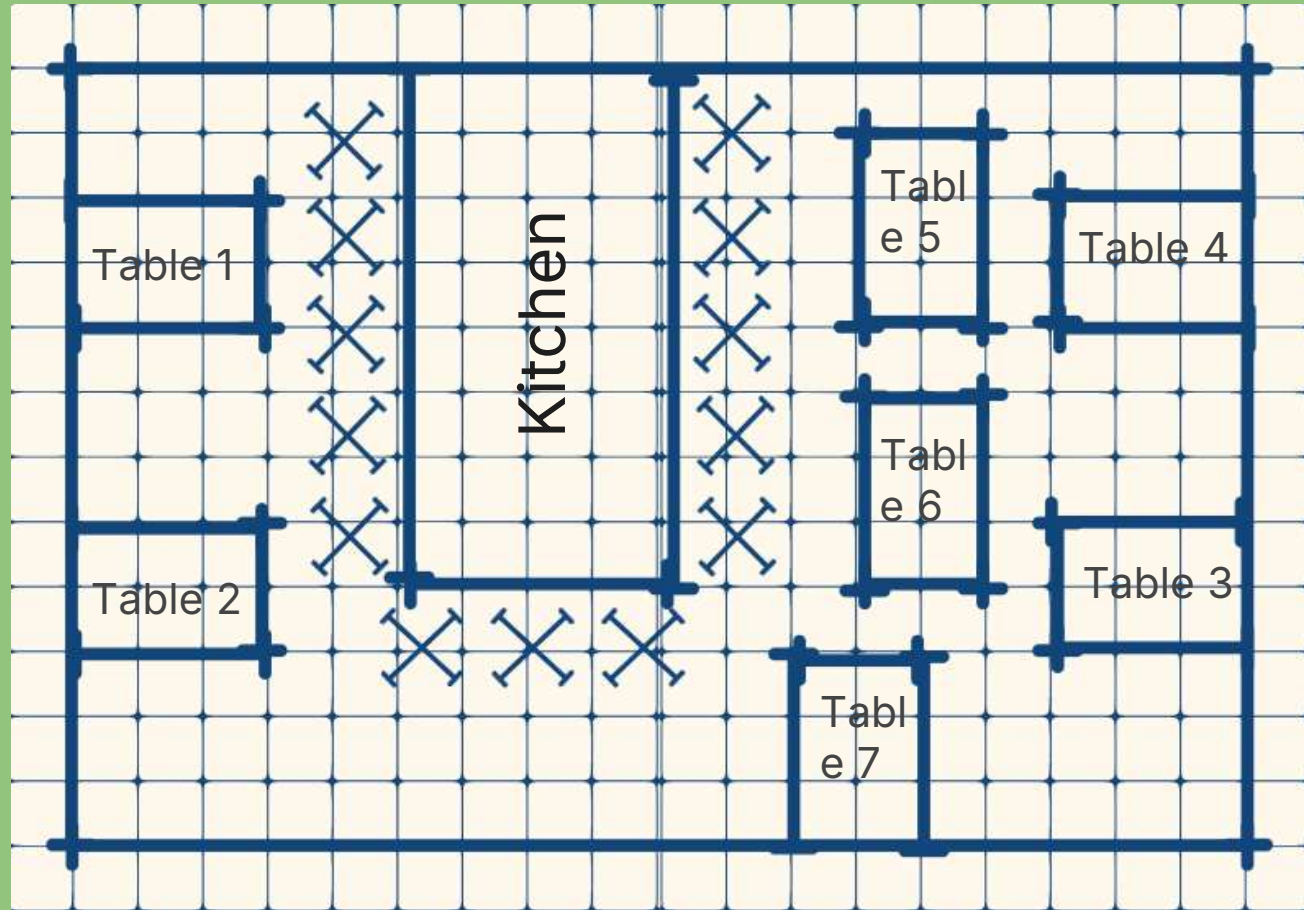
Bar Seating
12-16

Table Seating:
38-52

Kitchen:
12 sqm²

Total Capacity:
50-68 guests

Total Sqm²:
55-65



Labor Costs:

Assuming 55-65 sqm2 restaurants, open 4 hours for lunch and dinner service.

2 turns for each service for a total of 8 hours. Calculated in CHF at Swiss Labor costs for the industry.

Lunch: 11:30am - 3:30pm

Dinner: 5pm - 9pm

Role	Hourly Wage (CHF)	Hours Shift	Staff / Shift	Shifts / Day	Daily Cost (CHF)
Servers	28	8	2	2	896
Cooks	32	8	3	2	1'536
Dishwasher	25	8	1	2	400
Daily Cost					2'832
Yearly Cost					1'033'680

Partnerships:

Industry leading partnerships

Our ESG principles make our project an attractive prospect for banks like UBS willing to invest in us.

Our sustainable single-use packaging, paired with organic and ethically prepared ready-to-eat meals, is an ideal solution to nourish the 40,000 employees working at the UN, NGOs, and CERN in Geneva.



Evra Life

"From Fire to Fabric"

*Building the Lifestyle of
Tomorrow through Culinary
Excellence Today*

Evra - The Vision

"Evra is more than a restaurant group"

It is a long-term lifestyle ecosystem rooted in food, evolving into:

- *High-end dining experiences (Monti, Farina, Mare)*
- *Direct-to-consumer groceries (Evra Market)*
- *Wellness (Evra Fit)*
- *Sustainable fashion (Evra Atelier)*
- *Real estate & community living (Evra Maison)*

Phased Growth Strategy

"Evra is more than a restaurant group"

Four Swiss-Centered Phases + One International Phase

1. **Foundation** (Years 1–5)
2. **Expansion** (Years 5–10)
3. **Integration** (Years 10–15)
4. **Consolidation** (Years 15–20)
5. **International** (Years 15–25)

Phase 1 – Foundation (Years 1-5)

“Evra is more than a restaurant group”

Objective: Prove the Evra culinary model

- Launch **Monti** in Geneva
- Launch **Farina** (Pizza/Pasta)
- Launch **Mare** (Seafood/Sushi)

Budget per restaurant: CHF 500k–900k

Target revenue: CHF 1.8M–2.5M per location

EBITDA goal: 12–15% by Year 3

Phase 2 - Swiss Expansion (Years 5-10)

“Evra is more than a
restaurant group”

Goal: Grow to 8–12 locations in Switzerland

- Cities: Zurich, Lausanne, Lugano, Bern, Basel, Lucerne
- Mix of owned and leased properties
- Begin property acquisition strategy

Total capital needed: CHF 10M–14M

Annual group revenue goal: CHF 20M–25M

EBITDA target: CHF 3M+

Evra Loyalty Ecosystem

“Evra is more than a restaurant group”

Tiered Memberships Launched in Phase 2

- Tier 1: Dining perks, early access
- Tier 2: Producer boxes, private events
- Tier 3: (Evra Passport) Full lifestyle access by Phase 4

Phase 3 - Lifestyle Integration (Years 10-15)

“Evra is more than a restaurant group”

Objective: Extend Evra into daily life

- **Evra Market** (groceries)
- **Evra Maison** (apartments)
- **Evra Fit** (boutique gyms)
- **Evra Atelier** (sustainable fashion)

Projected new revenue: CHF 5M–8M **Total group revenue:** CHF 35M+

Staff: 150+

Phase 4 - Consolidation (Years 15-20)

“Evra is more than a restaurant group”

Objective: Own core infrastructure

- 15–20 restaurant properties owned
- Real estate holding company (Evra Holding SA)
- Launch of **Evra Passport:**
 - All-access membership
 - Exclusive events
 - Investment opportunities in producers & real estate

Phase 5 - International Expansion (Years 15-25)

“Evra is more than a restaurant group”

Target Markets:

- **Eastern Europe:** Budapest, Ljubljana, Kraków
- **North Africa:** Marrakech, Casablanca
- **Middle East:** Dubai, Doha, Abu Dhabi
- **Balkans:** Belgrade, Sarajevo

Entry Strategy:

- Partner with local real estate groups
- Launch 1–2 flagship restaurants per market
- Light-touch localization

Phase 6 - Summary KPIs

“Evra is more than a restaurant group”

Metric	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
Locations	3	8–12	12–20	15–20 (owned)	+6–10 intl
Revenue	CHF 6M	CHF 20– 25M	CHF 35M+	CHF 50M+	CHF 70M+
EBITDA	CHF 750k	CHF 3M+	CHF 5M+	CHF 10M+	CHF 15M+
Employees	40	100+	150+	250+	350+

The Mission

"Evra is a brand built on relationships."

... from farmers to families, we create bridges between craftsmanship and community. This is not just a hospitality group — it's a way of life.

Ask & Next Steps

"Let's build something timeless together."

We are seeking:

- CHF 1.2M to launch Monti + pre-development of Farina & Mare
- Strategic partnerships in real estate and logistics
- Anchor investors for Evra Holding SA (property acquisition fund)

Product List:

From our Partners in
Africa & Italy:

Meat, Cheese,
Vegetables, Fruit,
Wheat, Rice, Wild Flours,
Cocoa, Coffee, Vanilla,
Flowers, Organic Leathers
& Byproducts.

At *Evra*, sustainability is at the core of our operations, seamlessly blending eco-conscious practices with premium quality and cost efficiency. By adhering to principles of fair trade and circular economies, we ensure our tools and materials leave a positive impact on both the environment and society. Our initiatives include repurposing organic byproducts—such as turning olive pulp into stylish, durable leather-like mats for the restaurant—and incorporating bio-compostable to-go packaging from sugarcane byproducts that minimizes waste without sacrificing functionality, as well as using green transportation fleets (electric, hydrogen). Our choice of utensils and dining attire reflects the latest advancements in green manufacturing, crafted from sustainable materials like recycled metals and organic fabrics. These solutions align with our commitment to high standards, ensuring that luxury and sustainability coexist harmoniously while maintaining accessibility in costs.