

Executive Summary

Evra Group is an ESG-aligned, vertically integrated food platform developing three scalable hospitality concepts across Switzerland. The first concept, **Monti**, opens in Geneva as a wood-fire grill with a parallel ready-to-eat (RTE) production and take-out division. Monti serves as the operational proof-of-concept for a national expansion including **Farina** (slow-rise pizza/pasta) and **Mare** (Mediterranean seafood), all supplied through a unified, traceable, cross-border sourcing network.

Strategic Positioning

Evra is structured not as a traditional restaurant operator, but as a **multi-unit, ESG-compliant food infrastructure company** benefiting from:

- **Swiss food safety and traceability regulations**, which reinforce the value of its direct-from-producer supply chain.
- **Swiss federal and cantonal sustainability incentives**, including grants for compostable packaging, waste reduction, and low-carbon logistics.
- **Italian export incentives and EU impact-funding**, supporting agricultural traceability, cross-border sustainability, and compostable packaging programs.

These regulatory frameworks reduce operational risk, lower operating costs, and create access to non-dilutive funding streams.

Business Model

Evra integrates three revenue engines into each location:

1. **A La Carte Operations (Premium Casual-Fine Dining)**
High-margin, wood-fire Italian cuisine built on direct producer relationships.
2. **Ready-to-Eat (RTE) Production & Take-Out Division**
Clean-label, organic, ready-made meals in **100% compostable, plastic-free packaging**.
Designed for office workers, families, and ESG-driven consumers.
Shares BOH, staffing, procurement, and logistics with the restaurant → **significantly higher operational leverage**.
3. **Cross-Concept Distribution Supply Chain**
A single, vertically integrated sourcing and logistics infrastructure that supplies all Monti, Farina, and Mare locations, generating scale efficiencies and strong cost controls.

This combined model produces recurring revenue, category differentiation, and defensible margins.

Financial Profile (Phase 1 – Monti Geneva)

- **Investment Sought:** CHF 500 000
- **Equity Offered:** 30%
- **Year 1 Revenue:** CHF 2 000 000
- **Year 1 EBITDA:** CHF 475 000 ($\approx 24\%$)
- **Breakeven:** Within 12 months
- **Margin Expansion:** Improves with each added location due to shared distribution, procurement, and RTE scaling effects.

Expansion Roadmap

Evra will scale through a replicable operating framework, central procurement, and ESG-compliant logistics network.

- **5 Monti units by Year 7**
- **5 Farina units by Year 9**
- **5 Mare units by Year 10**

By Year 10–15, Evra will operate **15+ locations** across all major Swiss cities, supported by an integrated RTE division and increasingly owned real-estate assets.

Investment Case

For institutional and ESG-focused capital, Evra offers:

- A **traceable, low-waste, ESG-compliant platform** aligned with Swiss and EU priorities.
- **Multi-channel revenue** (dine-in, take-out, RTE, distribution).
- **High early profitability** with clear multi-unit scalability.
- Access to **Swiss and European ESG grants, tax incentives, and impact funding**, reducing long-term capital requirements.
- A defensible competitive position based on sourcing control, compliance strength, and product traceability.

Evra combines the stability of foodservice with the scalability of a multi-city production and logistics platform, offering institutional investors exposure to a de-risked, ESG-aligned growth model positioned for national expansion.