

Evra Market Group

# Investor Pitch Deck

*"Redefining Culinary Experience."*



# 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.

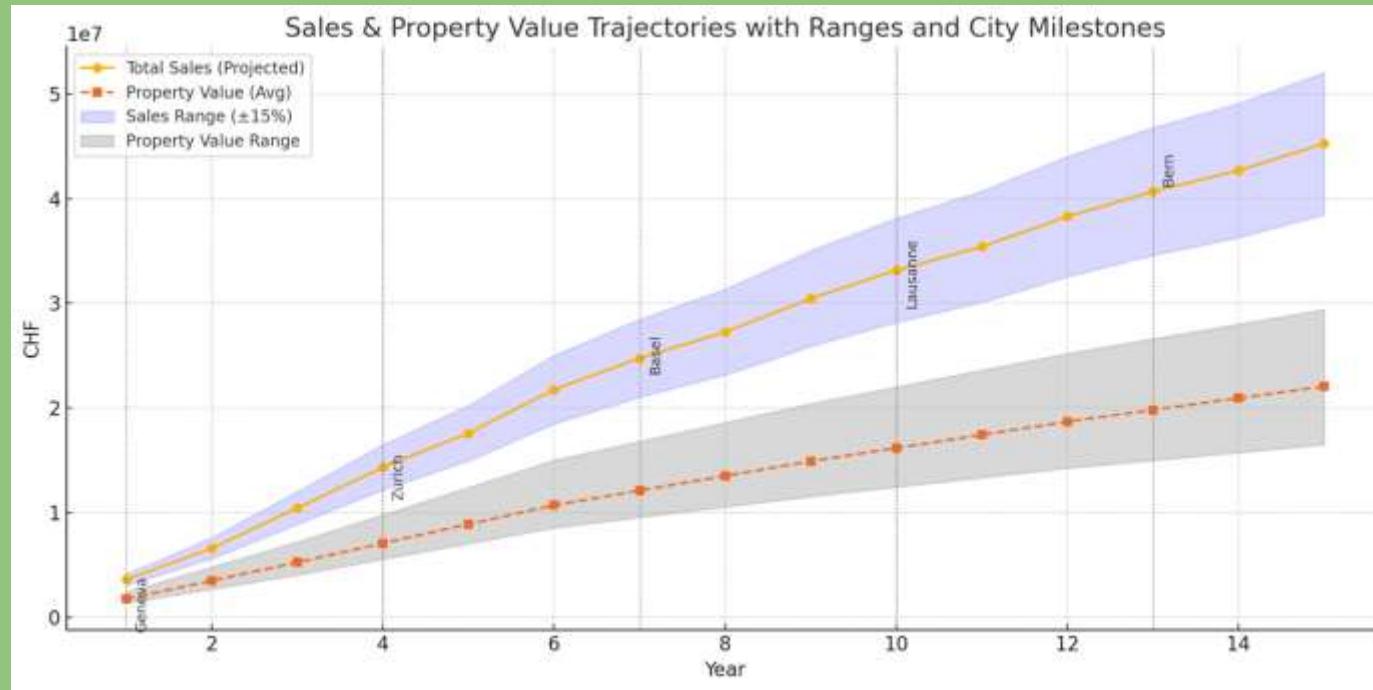


# Phase 4:

## 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



**William A. Toscano**  
Owner

Operations Director

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



**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 & VInny's restaurant in Los Angeles for 7+ years.

Confidential

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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



Pizza & Pasta

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



Traditional & Fusion Italian Seafood

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



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

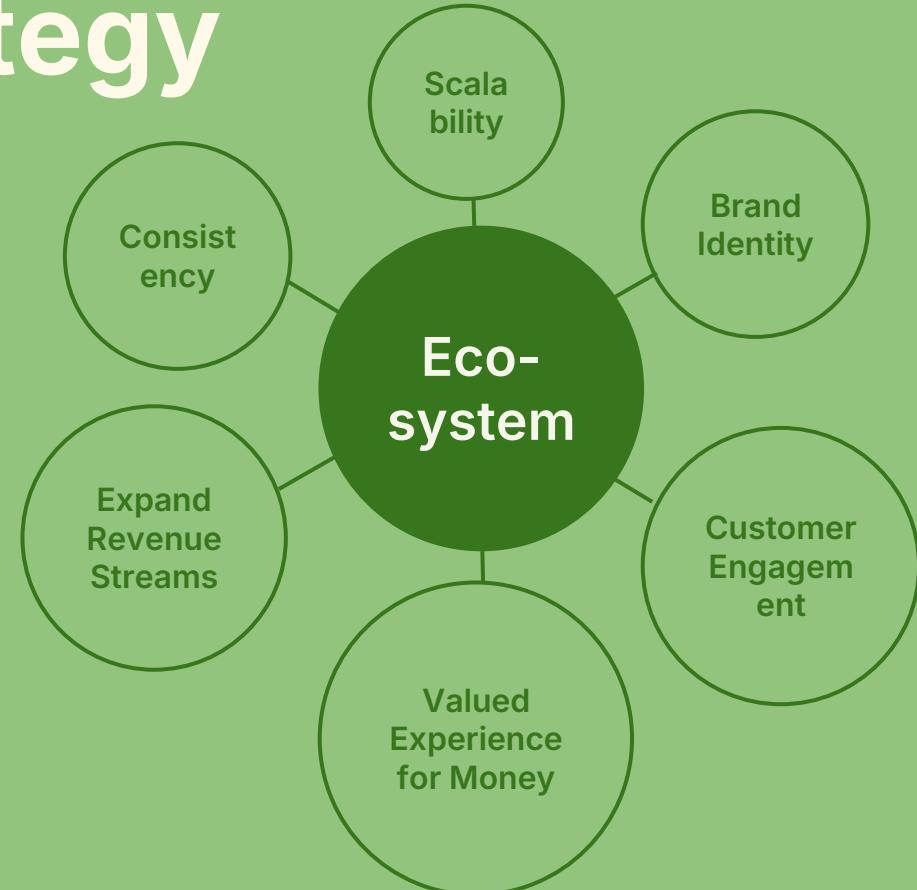


# Statement

*"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."





FARINA  
TRATTORIA

# 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 Mennva 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 grillé

### FOCACCIA | pain cuit au four

PROSCIUTTO CRUDO TOSCANO | 13  
fromage camembert et poivre de la baie mag.

SALE E ROSMARINO | 9  
oignons et romarin

ROSSA | 9  
tomate fraîche

OLIVA & CIPOLLA | 10  
huile d'olive et oignons de Provence

PATATE & CIPOLLA | 10  
pommes de terre cuites au four et oignons de Provence

SALSICCIA & CIEGLIA | 13  
saucisse d'Albenga et oignons de Provence

CARCIOFO & BURRATA | 10  
artichaut, burrata, huile d'olive, origan

PROSCIUTTO COTTO &  
GRUYÈRE | 13  
jambon cru, fromage et gruyère



### FRITTI | céréales frits

MOZZARELLA IN  
CARROZZA | 12

petits pains aux petits légumes, fromage de la mozzarella, huile d'olive et huile d'olive de la mozzarella

SUPPLÌ AL POMODORO | 13  
fromage de ricotta et tomates et basilic

SUPPLÌ AL PROSCIUTTO | 13  
fromage de ricotta et jambon et petits pains et parmesan

CROCHETTE | 9  
fromage de fromage de brebis et parmesan et poivron rouge

CARCIOFO | 13  
artichaut frit à la romaine

## PRIX FIXE

CHÉ 45 par personne

Choucroute à l'alsacienne, saucisse de Metz et pomme de terre, purée de pomme de terre et choucroute, fromage de lait et fromage frais, dessert le tout accompagné d'un verre de vin blanc sec ou rosé ou rouge ou blanc ou rosé ou rouge

### LASAGNA pâtes cuites au four

CARCIOFI & PROVOLA  
AFFUMICATA | 25

artichauts cuits au four, fromage provola, parmesan, fromage mozzarella, fromage bleu, fromage bleu et parmesan

NAPOLETANA | 26

rouget de mer, poeuvre ou poisson noir et huile d'olive, fromage mozzarella, fromage parmesan, fromage bleu et parmesan, fromage bleu et parmesan

BIANCA | 24

fromage aux fromages DOP, mozzarella, parmesan, fromage bleu et parmesan

### PRIMI | céréales bouillies dans de l'eau



GNOCCA PESTO | garnis au pesto avec garniture de poivron rouge et fromage d'artichaut

LA POMODOROSA | garnis au pesto, fromage DOP, parmesan

CARBONARA TARTUFATA | garnis au pesto, fromage DOP, Gorgonzola, parmesan

LAMATRICIANA | garnis au pesto, fromage DOP, Gorgonzola

TONNARELLO COZZATO | garnis au pesto avec tomate et fromage DOP

### PIZZA | pâte levée lentement cuite à feu vif

REGINA | garnis au pesto, fromage DOP, fromage bleu

BOSCO | fromage à la truffe et huile d'olive

INFERNO | fromage à la mozzarella, salami, poivron rouge et olives

TARTUFATA | fromage bleu, fromage DOP, fromage Gorgonzola et fromage mozzarella

CAPRICCIONA | Mozzarella grattée, Zucchini grattée, fromage mozzarella et fromage

MARINA | garnis au pesto de tomate DOP, fromage, huile



**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

## CALDI arrosticini et frit

ARROSTICINO I 15:  
POLLO  
poulet

ARROSTICINO I 22:  
PECORA  
mouton

ARROSTICINO I 18:  
MANZO  
boeuf

ARROSTICINO I 25:  
AGNELLO  
agneau

CROCCHETTA I 16:  
croquette de porc calabron  
et saucisse

POLLO FRITTO I 16:  
filet de poulet frit avec  
panure parme



## CONTORNI

- CIAMBOTTA I 14:  
gubinge, courgette, poivron, pain  
de seigle, tomate, basilic, oil
- VERDURE I 12:  
aubergine, courgette, poivron, graine  
de fenouil et de l'huile d'olive
- CICORIA I 12:  
cicorie, oil, piment, citron, huile d'olive
- SCAROLA I 12:  
scarole, radis sec, oil, huile d'olive
- CAESAR I 12:  
sardine, parmesan, rucola, dress, vinaigrette  
caesar maison, mousseux de fraise, pain noir

## ANTIPASTI

- FRISELLA I 16:  
avec un trio de saveurs artisanales de saison
- CAPRESE I 22:  
tomate, mozzarella, basilic frit avec de l'huile
- TAGLIERE I 32 ou 58:  
sélection de charcuteries et fromages affinés
- CARPACCIO CLASSICO I 25:  
boeuf avec roquette, parmesan noir et citron
- TARTARE I 25:  
sel, huile et parme noir



## PRIX FIXE

Truffe Noires Fraîches +30 CHF  
par plat sélectionné

**Vert I 55 pp**  
sélection de 4 plats vert

✓ Frisella  
✓ Caldi ou Antipasti  
✓ Contorni ou Salade composée  
✓ Griglia

**Argent I 65 pp**  
sélection de 4 plats vert ou argent

✓ Frisella  
✓ Caldi ou Antipasti  
✓ Contorni ou Salade composée  
✓ Griglia

**Rouge I 100 pp**  
sélection de 4 plats vert, argent ou rouge

For 2 personnes  
✓ Frisella  
✓ 3x2 Caldi ou Antipasti  
✓ 2 Contorni ou Salade composée  
✓ Griglia (à déguster)

## GRIGLIA | griller

### POLLO ALLA DIAVOLA I 38:

Poulet entier tranché cuit à la broche, avec du romarin,  
et des pommes de terre au four



### SALSICCIA I 24:

pork saucisson au barbecue avec des pommes de terre au four

### FILETTO DI MANZO I70gr I 49:

steak dinossaure mariné avec des pommes de terre au four

### ABBACCHIO I 40:

agneau de lot abatissé avec des pommes de terre au four

### ENTRECOTE DI MANZO 250gr I 48:

steak dinossaure mariné avec des pommes de terre au four

### COSTATA 800gr I 130:

steak de chianina au romarin avec des pommes de terre au four

### FIORENTINA I CHF 19/100gr:

steak chianina avec des pommes de terre au four

# Uniforms

Carnal & Dark

Echoing the colors of blood and charcoal.





# 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.





## CRUDI

bar cru

SCAMPI I PZ. I 5

GAMBERO ROSSO  
I PZ. I 8

GAMBERO VIOLA I  
PZ. I 8

CARPACCIO DI  
SPIGOLA I 16

TRIO TARTARE  
DENTICE - TONNO  
SPIGOLA

OSTRICHE I 45

## SUSHI BAR

RICCIOLA & BURRATA ROLL  
olive oil, basil pesto.

SPIGOLA CAPORE HANDROLL  
smoked cherry tomato, fresh basil, mozzarella, gressin, pomegranate, rucola.

TRUFFLE ARANCINI ROLL  
porcini mushroom, truffle oil, shaved parmesan, rucola, crispy fried onion.

DENTICE FENNEL ROLL  
diced fennel, cappuccino, olive oil, mozzarella oil.

SPICY MAYO TEMPURA  
smoked mayo, cappuccino, kumquat, orange zest, olive oil, microgreen.

POLPO PESTO TEMPURA  
smoked marjoram, basil pesto, smoked paprika, olive oil.

ORATA LEMON DILL ROLL  
lemon oil, lemon oil and olive oil, sea salt.

SGOMBRO PICKLED SHALLOT ROLL  
pickled shallot, marinated cherry tomato, cappuccino, basil pesto.

PESCE SPADA HANDROLL  
smoked cappuccino, caper, lemon, vinegarnet, parsley.

## NIGIRI

RICCIOLA olive oil, lemon zest, basil.

SPIGOLA soft salt flakes, coddled egg, olive oil, basil & basil leaf garnish.

TRIGLIA caviar, hibiscus, mango.

DENTICE lemon confit, olive oil, fennel pesto.

TONNO ROSSO mango-infused olive oil, Miyakon uni salt.

GRATA diced fennel, orange zest, oil, olive oil.

SEPPIA mud ink, microgreen, lemon.

PESCE SPADA saffron caper, lemon olive oil, micro greenery.

SGOMBRO pickled shallot, sunom, olive oil.

GAMBERO ROSSO & VIOLA lemon-infused cappuccino, marinated uni salt, pink peppercorn.

POLPO adagi butter, smoked paprika.

MURENA infusato soy glaze, lemon zest.

## PRIX FIXE

CHF 65 per personne

Clemente Uvafrutta, Sommelier en Vins, al Chiantigiano, prima, un pozzo d'acqua e le sue salse di cui varie ricette, secondo da cui scegliere tre ricette, secondo da cui scegliere tre ricette.

## FRITTI

CALAMARI E GAMBETTI

ALICI FRITTE

FIORE DI TUCCA RIPENO DI GAMBERO ROSSO E MOZZARELLA

POLPO FRITTO & NDUJA

FISH AND CHIPS

## DAL BANCO

FILETTI DI SPIGOLA IN CROSTA DI PATATE E ASPARAGI

FILETTO DI RICCIOLA AL FORNO

POLPO ALLA GRIGLIA

TRANCIO DI TONNO SCOTTATO ALLA GRIGLIA

## CONTORNI

pâtes levées lentement  
cuites à feu vif

BURRATA ALLAUGA olive oil, lemon juice, black pepper, mint leaves oil, sea salt, toasted sesame seeds

EDAMAME TARTUFOATO white truffle oil, Pomegranate-Rucola, yuzu koshu

ARANCINO ONIGIRI parmesan mushroom risotto, soy sauce glaze

MISO ROMBODORO marinated cherry tomato, fresh basil, mozzarella, rucola

MELANZANA TEMPURA pasta with pine nuts, parmesan reggiano.

## MARE

Non utilizziamo colori né coloranti nelle nostre preparazioni mentre la qualità è la nostra tradizione. Questo non significa però che non possiamo eseguire un piatto a base di ingredienti frutto di mare con colori.

Nostre soluzioni sono un mix di pezzi frutti di mare, pesce e gamberi con diversi colori e gusti. Non siamo forse esagerati? Non crediamo di essere noi colori di qualità naturale di un ingrediente della cucina nostra. È un'esperienza decisamente nuova e affascinante per chi vuole provare.

Se già di per sé il nostro piatto è già molto appetitoso nonostante i colori analitici, l'esperienza viene resa più avvincente! Non esiste?

# 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.



# 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



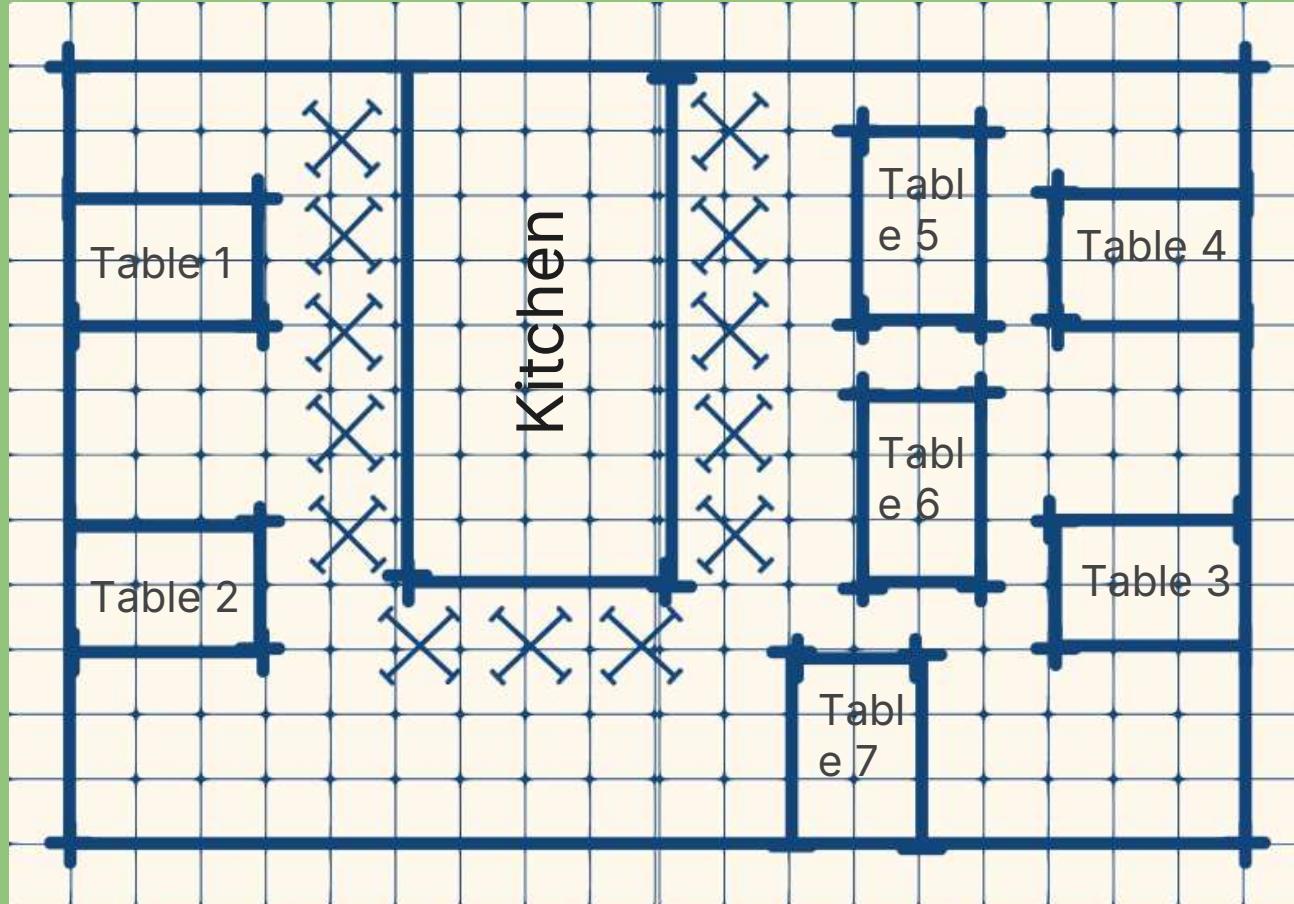
Bar Seating  
12-16

Table Seating:  
38-52

Kitchen:  
12 sqm2

Total Capacity:  
50-68 guests

Total Sqm2:  
55-65



# Labor Costs:

Assuming 55-65 sqm<sup>2</sup> 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.