

Taste the Italian lifestyle.



franchising

 **veeno**
THE ITALIAN WINE CAFÉ

The Veeno Franchising team

**Nino Caruso**
Commercial & Supply Chain Director

Graduated in Business Administration at the Bocconi University in Milan, owner of the Caruso & Minini vineyards, direct provider for Veeno, he merged his passion for good wines with his studies in business administration. Always fascinated by the British culture, he moved to Manchester at a young age and took his first steps in the professional world to discover his talent in the food management retail.

**Paul Davies**
Franchise Development

An established professional in the UK, with over 20 years of experience alongside brands such as KFC, Haagen Daz, Perfect Pizza, Ben & Jerry's and many more. His collaboration with Veeno has granted the company a fundamental knowledge of British management strategies and franchising.

**Andrea Zecchino**
Finance Director

Graduated in Economics at the Luiss University in Rome and specialized in Managerial Sciences, he worked in Italy as management consultant and in the UK as business controller. He then joined the fascinating adventure that is Veeno as its financial soul, with his talents in business planning and control being acknowledged by several commentators in the banking world.

**Davide D'Andrea Ricchi**
Franchise Managing Director

Graduated in Law, Founder and CEO of Sviluppo Franchising, a leading Italian company specializing in the creation and development of franchising brands and companies. He is also a lecturer in the post-degree master on "Marketing, Communication and Digital Strategy" and "Retail & Consumer Management" for "Il SOLE 24 Ore" Business School and a co-founder of One Day Training. He started working with the Veeno brand as a consultant and soon after joined the company, bringing his strategic knowhow.

**Giada Schioppa**
Architecture & Interior Design

Interiors architect and designer, she immediately dedicated herself to the development of a captivating concept, with a creative glimpse of Italian taste. Truly a perfectionist, she loves each detail she creates.

**Piero Di Michele**
Franchise Start up support

Graduated in Business Administration at the Bocconi University in Milan, now an Executive for an international consulting company, he has gained an extensive experience in management consulting by working in over 30 countries in the World alongside international companies operating in the retail sector. He is contributing to the company's administrative development and the franchising project's planning.

about us

The best in everything we do.

In 2013, two young Italians with a strong passion for good wine and traditional Italian food created Veeno – The Italian Wine Cafè. In just a few years Veeno has become one of the best entrepreneurial stories in the UK.

Veeno - The Italian Wine Cafè - exports the Italian culture of "Aperitivo": drinking high quality wine while tasting good food with friends & family in the warm and welcoming atmosphere of the store.



The wine is produced by an excellent winery business in Sicily, whereas food is carefully selected from the best Italian producers.

Veeno does not accept any compromise between quality and authenticity, delivering a unique consumer experience that is fascinating the UK market on a daily basis.

In just 3 years the company's turnover has grown by 800%, and today Veeno operates eight direct stores as well as franchise operated stores in the UK, employing more than 100 people.

The Veeno Franchise ambition is to create the first Italian Wine Cafè network across the UK, becoming a market leader along with its partners.

«Italian Aperitivo»: the new, great passion of the UK.



Happy
time
enjoy your business.

business concept

A little taste of italian food life style.

Every Veeno Wine Cafè offers a glimpse of Italian lifestyle, where taste meets beauty and attention to detail is our passion.

The furnishing is simple and contemporary, with careful attention to decor, lighting and ambience exuding a comfortable & stylish way of life. The eye-catching wine display is equally distributed throughout, whilst sober photographic imagery completes a frame on a corner of Italy.

The service style is friendly and discreet, with the wine accompanied by typical Italian food intended for sharing amongst friends, typical of the tradition of aperitivo.

The aperitivo tradition endures with every glass and snack expertly described for its flavours, fine ingredients, and various combinations suggested by our staff, just as a wise owner of an Italian wine shop would do.

The proven franchise formula was established after extensive empirical research had been carried out by our store owners. We believe that excellence is a duty towards our customers and franchise partners.



Every single customer deserves a unique experience, and the aperitivo culture offers a taste of Italian lifestyle in one of its purest forms.



Discover
the authentic
tastes of Italy.

menù

Pure quality, true italian taste.



Wine

All our wines come from our award-winning Caruso&Minini family vineyard in Sicily, where four generations of our family have produced wine. This allows us to ensure the highest quality from the grape to the glass.



Spuntini

We offer authentic «spuntini» (appetizers). We source all our spuntini (cold meat cuts, breads and cheeses) from the best quality producers in Italy, such as the typical Prosciutto di Parma, Salame al tartufo, Parmigiano Reggiano, served in different ways, with or without panini or bruschetta, and accompanied with olive oil and delicious Altamura bread.



Franciacorta and Prosecco

Our selections of Prosecco and Franciacorta, all certified with DOC and DOCG label, represent some of the best wineries in Italy.



...and much more!

Our menu also comprises a range of typical cocktails, from Aperol and Campari spritz, to Bellini negroni and draught beer, and a number of delicious desserts.

Our prices are set to appeal to a wide range of consumers and ensure an industry busting net profit (ebitda) to our franchisees.



success factors

New, easy and profitable franchise business.

- Veeno is a unique concept to the UK franchise market. It is the first brand to introduce the 'aperitivo' formula to this country and the market has already recognised Veeno as The Wine Cafè & Italian lifestyle icon.
- In the UK wine drinking is not just for connoisseurs; Recent research, commissioned by the Wine and Spirit Trade Association (WSTA), show it is now the favoured alcoholic drink for 60% of adults.
- According to the BFA Franchise 2015 survey, over 90% of UK franchisees reported that their business were profitable.
- Veeno is growing rapidly thanks to its tremendous success: our business model is very profitable, as testified by the growth in the network of Veeno stores across the UK.
- The company is owned and managed by professionals with high product and market experience and strong business management skills, combined with many years first-class franchising experience.
- We guarantee the best quality of product supply at the lowest cost, since wine comes from the family vineyard in Sicily; as a result, our supply chain is attractively short.
- Our operations have been carefully designed to be easily managed to ensure the same high-service standards to our customers throughout.
- Planning and alcohol licences are much easier to obtain, in comparison to public houses for example, as Veeno does not have the challenges of either a full restaurant licence or late night drinking venue.

The boom
of italian aperitivo.



franchise offering

Join a successful team!

We have designed a franchise package to offer this unique opportunity to all interested and suitable investors.

Our franchise formula is carefully designed to maximize the franchisee performance, return of investment and profitability.

It is a sign of our belief in the brand that we offer this exceptional entry opportunity.



Ready
for success together.



70 stores
by 2020!

Be The Boss format

Take full ownership of a very profitable investment.

What we ask:

SET-UP COST

The franchise package would cost from £ 75,000 + VAT including shop-fit and equipment.

ADDITIONAL FRANCHISEE COSTS OVER A 5 YEAR TERM

- A Veeno Franchise fee is £ 9,900 + VAT
- Royalty: 6% of net sales
- Marketing levy: 4% of net sales

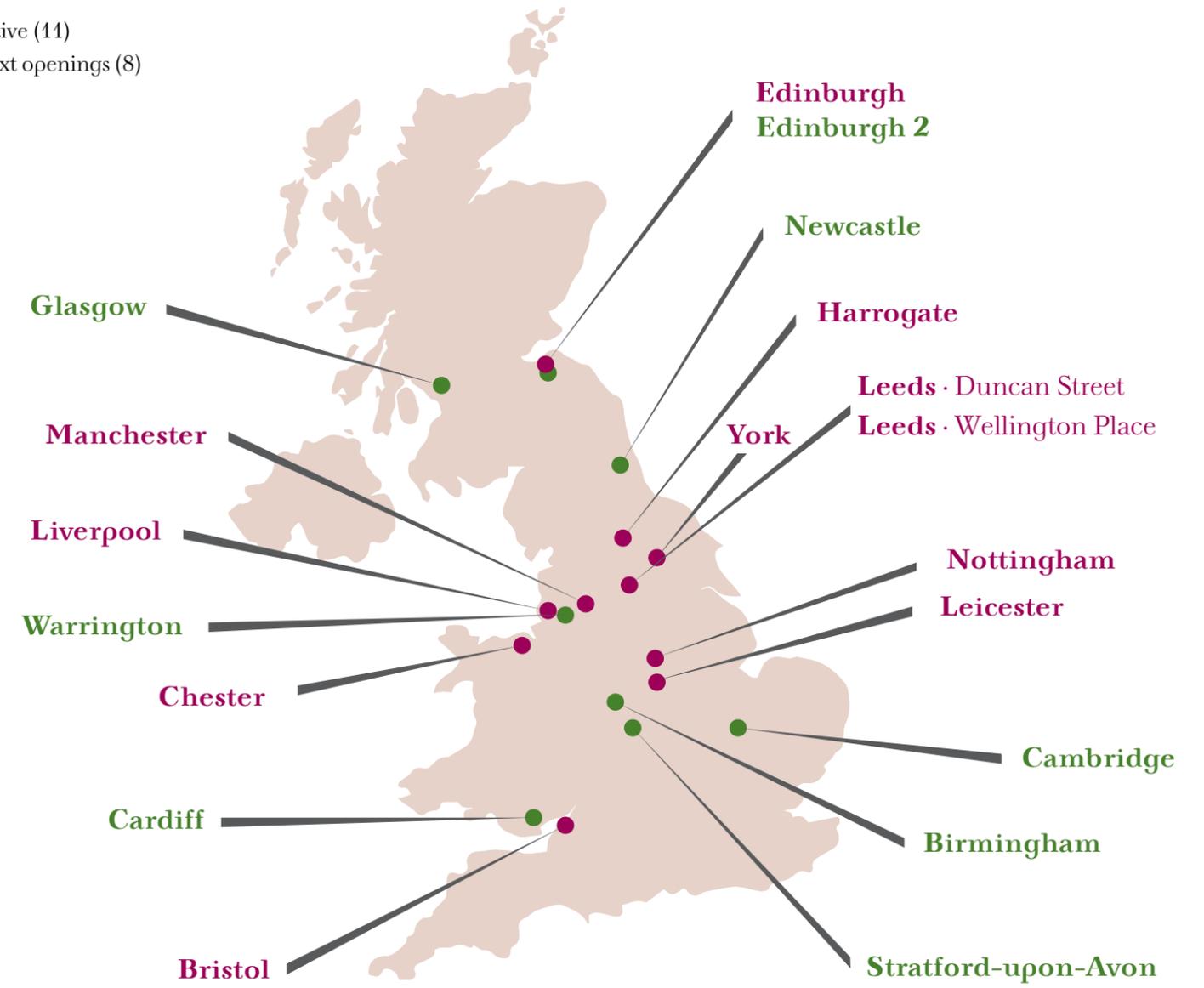
What we offer:

- ▶ 5 year franchise agreement to operate in a pre-defined agreed territory under the brand Veeno.
- ▶ Support on the location's search and selection.
- ▶ A full shop-fit within a turnkey operation is offered as standard and always to Veeno's excellent specification.
- ▶ Global Reservation service management active 24 hours.
- ▶ Support on a funding agreement with Veeno's financial partners.
- ▶ Bespoke financial feasibility plan.
- ▶ Risk Management plan.
- ▶ Exclusive supply of carefully selected Italian food products.
- ▶ Exclusive wine supply from the Italian proprietary canteen, with relevant advantages in cost terms for the affiliate.
- ▶ Veeno Academy training program at the company's headquarter.
- ▶ Operational Excellence manual to customize the Store's management.
- ▶ Constant support through brand awareness campaigns, promotions, loyalty programs and Web & Social Advertising initiatives promoted by the company's Marketing & Media Dept.
- ▶ Assistance on the Store's Grand Opening planning and execution.
- ▶ Professional marketing, communication and sales support to increase revenue.
- ▶ Social network support.
- ▶ Operational software.



Stores map

- Active (14)
- Next openings (8)



Over 15 available locations for franchise investors



**How can I find out more?
visit our website:**

www.theveenocompany.com/franchising

or call us

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Mobile: 07342 980193