



PARTNERSHIP PROPOSAL



BRAND HISTORY

«Piana Vyshnia» is not just a brand of cherry liqueur — it is a bar concept that started in Lviv and has been successfully growing through franchising. The brand's story began in 2015, with the first bar opening on the main square of Lviv, a vibrant city in Western Ukraine. Within two years, the brand began expanding through franchising, reaching new locations and international markets.

The uniqueness of our product is defined by its quality. We have created a completely new niche in the world of liqueurs and introduced a culture of cherry liqueur consumption. Never before has a liqueur been so smooth, easy to drink, and enjoyable. Our liqueur is served chilled and sipped slowly from elegant glassware, enhancing the overall impressions.





BAR CONCEPT

The foundation of our business model is a conceptual bar with high-quality cherry liqueur made from carefully selected cherries and the finest grape distillate. The cozy interior creates the perfect atmosphere for enjoying conversations with friends and meeting new people. Our venues are located in prime city spots, where time seems to pause, rewarding you with moments of pure delight.

Our signature product, the «Piana Vyshnia» cherry liqueur, accounts for 95% of our total sales. Guests can savor the drink on-site from crystal glasses or take it away in stylish cups or souvenir bottles. During the colder months, our bartenders will gladly serve a warm version of the liqueur, which not only warms the soul but also enhances the mood of the season. Additionally, we offer light snacks that pair perfectly with the drink, as well as souvenirs to remind you of the warm moments spent at «Piana Vyshnia».

Our bar model ensures high customer flow and fast service allowing guests to quickly and easily select their drinks. There's no need to spend time selecting a drink – we've already perfected one that complements any occasion. All you need to decide is the size, and then simply enjoy the beauty of life.



We confirm the quality of our products in the eyes of the international audience, enhancing the trust of our partners. Through these competitions, we also actively expand our sales geography and enter new markets in Europe and beyond.

Recognition at such prestigious competitions opens up new opportunities for us to launch marketing campaigns that highlight our uniqueness and high quality. In addition, we receive valuable feedback from leading industry experts, which allows us to continuously improve our products and meet the world's highest standards.



ABOUT THE «PIANA VYSHNIA» BRAND

«Piana Vyshnia» was created to bring people together. It's a brand about lightness and joy, about the moments we share. We strive for our drink to offer not only taste but also sensation. It's created to gather friends around the same table, help strangers become closer, and make important moments even brighter.



Brand Name «Piana Vyshnia»

«Piana Vyshnia» is all about soulfulness, lightness, and the moments we share together. The brand name is deeply symbolic: it unites the authenticity of Ukrainian traditions, the vibrant taste of cherry liqueur, and the atmosphere created over a glass filled with joy.

«Piana»: About Joy, Not about getting drunk

The word «Piana» in our name is not about losing control. It symbolizes playfulness, a light mood, and that special feeling when, after a few sips, people become more open, smile wider, and find common ground. We have created a light, natural, and warm drink. Its taste is an invitation to joy and warmth in any social circle.

«Vyshnia»: Authenticity and Naturalness

Vyshnia (cherry) is a symbol of nature, vibrancy, and tradition. It's a berry that reminds us of home, authentic taste, and the harmony of nature. Our beverage is built upon this flavor, creating a balance between sweetness and freshness.

Our brand concept is based on the Ukrainian tradition of people gathering together, drinking, and conversing. The main idea of our brand is that communication unites, brings people closer, and offers joy and sincerity.



15 000

guests per day

1 500 000

liters of «Piana Vyshnia» cherry liqueur
were sold in 2025

**THE TASTE OF PIANA VYSHNIA
IS RECOGNISED
THROUGHOUT UKRAINE
AND ABROAD**

79 projects
10 countries



ADVANTAGES OF PIANA VYSHNIA FRANCHISE



Proven financial
model



Rapid project
profitability



High product
quality



Flexible
collaboration model
between franchisee
and franchisor



Easy project
expansion



Unique design



Small team required



Quick project launch



LAUNCH STAGES

1 Search for premises according to the project requirements

2 Business plan calculation based on the premises

3 Project approval, franchise agreement signing

4 Franchise fee payment

5 Drawings development and project visualizations

6 Renovation works start, equipment purchase

7 Goods importing

8 Recruitment and staff training

9 Completion of renovation works, checking project compliance

10 Opening your «Piana Vyshnia» bar



REQUIREMENTS FOR THE PREMISES

Business model of «Piana Vyshnia» operates on a high flow of visitors. Project success directly depends on the location of the premises and its key parameters, as outlined below.

1. Location in a high-traffic area popular with both tourists and locals.
2. Direct street-facing entrance with minimal steps.
3. High standing tables outside required
4. Premises area of 40-80 m².
5. Ceiling height of 3 meters or more to allow for the installation of a chandelier made from bottles.
6. Electrical power capacity of at least 15 kW.



BUSINESS MODEL

FRANCHISE FEE - 20 000 EUR

TOTAL INVESTMENT - FROM 180 000 EUR

PAYBACK PERIOD - 1-3 YEARS



Volumes of sales*, L\day	50	75	100
Cost of goods	45%	45%	45%
Rent cost	10%	8%	6%
Saleries and duties	17%	12%	10%
Royalty	2%	2%	2%
EBITDA	11%	21%	24%
Return of investment, years	3,3	1,1	0,7

*95% of total sales in Piana Vyshnia is liqueur

The calculation is based on average available information.

The final business plan will be developed with potential partners based on actual premises.

EXISTING FORMATS

Lviv, 11 Rynok Square – retail area of 25 sq.m



UKRAINE



Kyiv, 100A Vasylkivska Street - retail area of 72 sq.m

UKRAINE



Odesa, 37V Zoloty Bereh Street - retail area of 59 sq.m

UKRAINE





Łódź, Manufaktura 58 Drewnowska Street - retail area of 14.6 sq.m

POLAND



Lutsk, 65 Lesi Ukrainky Street - retail area of 21 sq.m

UKRAINE



Warsaw, 00-901 Emili Plater and Świętokrzyska Intersection - retail area of 86.3 sq.m

POLAND



Zaporizhia, 190 Sobornyi Avenue - retail area of 24 sq.m

UKRAINE



Lviv, Ulasa Samchuk St. 8A

UKRAINE



Vilnius, Jogailos g. 4 - retail area of 106.14 sq.m



LITHUANIAN





CONTACT US FOR MORE DETAILS

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